

Mar. 14, 1935

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# PRINTERS' INK



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A JOURNAL FOR ADVERTISERS

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VOL. CLXX, No. 12

NEW YORK, MARCH 21, 1935

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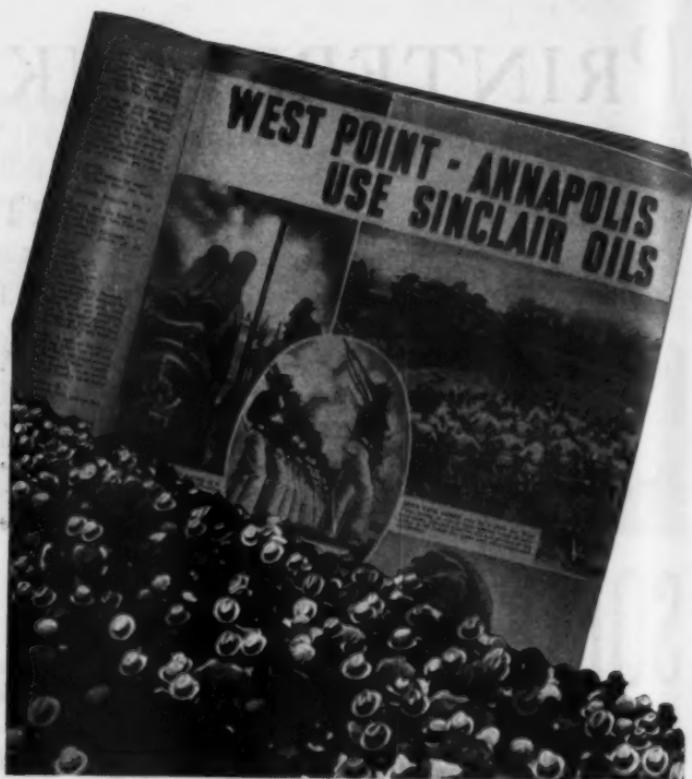
**N. W. AYER & SON, Inc.**

ADVERTISING HEADQUARTERS

• WASHINGTON SQUARE, PHILADELPHIA

NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT

LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO



## COPY - CLOCKING

The modern chain store wouldn't consider taking a new location without carefully clocking the passersby. Is the modern advertiser equally concerned over the number of passersby stopped by his advertisements?

A recent study of magazine

readers by a disinterested organization proved that certain Federal-prepared advertisements were read more thoroughly than any competing advertisements in the publications.

If you are interested in copy-clocking, we shall be glad to present the facts.

**FEDERAL ADVERTISING AGENCY, INC.**

444 Madison Avenue, New York • Tel. ELdorado 5-6400

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# PRINTERS' INK

NEW YORK, MARCH 21, 1935

## This Week

IS the **agency compensation** argument another indication that there is a pronounced tendency these days toward **business socialization**? An advertising agent holding this view expounds it in a letter to a prominent publisher. On condition that the name should be kept secret, **PRINTERS' INK** is privileged to present this important—and not a little startling—letter.

\* \* \*

To advertising, credit this achievement:

"Were it not for the ability of advertising and printed promotion to hop over the heads of the distributive factors, it is questionable if the consumer ever would receive an orderly array of information."

John H. Knapp, Norge's vice-president in charge of sales, **researches research**. On the negative side, he sees merchandising programs premised upon inadequate, inaccurate, obsolete data. On the positive side—and here he draws upon the experience of his own company—he sees far-reaching advantages, flowing from market information that is accurate, timely, and thorough. With Old Man Specific at his elbow, he digs into ratios and percentages.

\* \* \*

One way to classify copy writers would be this: There are wordsmiths who are lethargically cool; and there are others—and these the more effective—who are sudorific. You'll collide with that word in T. Harry Thompson's piece, "**Voluntary Readership**."

\* \* \*

In a not-too-fabulous fable about Joe Zilch, coffee maker, H. Free-man Barnes demonstrates what ad-

**vertising really is.** Mr. Barnes is sales promotion manager—at Nela Park—of the General Electric Company.

\* \* \*

Not even an organ pipe, observes Professor Lawrence C. Lockley, of Temple University's department of marketing, can vocalize a vacuum. Art for art's sake is grand—in a museum. But in **sales letters**, artistry's aim would better be profit.

\* \* \*

In P. I. of March 7, a former code official, picturing NRA as "a piece of paper and a policeman's club," argued that the NRA's prohibition of co-operative promotion was helping to defeat the NRA's purpose. This week, under the title, "**NRA and Group Advertising**," we present the opinions of a number of trade-association experts—and right sprightly opinions they are, too.

\* \* \*

Business is good for W. T. Wagner's Sons. They sell beverages—Wagner's Genial Mixers—in Cincinnati; and they sell genially, with liberal appropriations for advertising. The story told by the Waggers' sales manager, B. F. Sexton, who summarizes the results in his title—"Sales Charts Look Up."

\* \* \*

Well, it may as well be understood now as later that, legally, bird seed is food. So is dog biscuit. And so, under the eye of the Department of Agriculture, are ensilage, alfalfa, and oats. These fundamental truths are recalled by a reader's inquiry about labeling bird tonic. Answering the inquiry, P. I. delves into what the Govern-

ment requires now and what, under the Copeland Bill, it may require.

\* \* \*

Hearing no objections—and who would dare object?—we give three pages of this week's floor to the ladies. The talented Yolanda Mero-Irion, who is advisory chairman of the Women's National Radio Committee and chairman of radio of the National Council of Women of the United States, writes about **what women like about radio**. Also about **what they dislike**.

\* \* \*

Carrying on from where, in P. I. for February 28, Robert W. Palmer left off, Ray Giles sets down an even dozen postscripts to the art and practice of **advertising in small space**.

\* \* \*

What the country needs now is not a good cigar, regardless of price, but better ways of selling,

not only cigars, but also all other things. Directing his attention to the building industry, E. H. Batchelder, Jr., calls for **sales effort of three kinds**—economic, scientific, and active. And of the three, active is the greatest.

\* \* \*

Don Gridley has been looking into the **herring situation**. Inspired by the report of the Sea Fish Commission for the United Kingdom, he writes, fervently, about how His Majesty's Government seeks to rationalize fish-selling. There are "British peculiarities," Mr. Gridley insists, that well might be copied here.

\* \* \*

This week, P. I. reviews C. B. Larrabee's "**Packaging for Profit**" \*\*\* Flit, in a new merchandising drive, offers a moth bag \*\*\* **Co-operative advertising** pulls Danville, Va., out of a New Deal hole.

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## Men or Women?

**Men and women, if you please.**

The New Yorker editorially covers the activities of alert metropolitans. It naturally follows that its circulation includes alert metropolitans of both sexes.

That is why it is equally facile in selling pipes or perfumes.

THE  
**NEW YORKER**  
25 WEST 45th STREET  
NEW YORK CITY



**EXPOSE!**

THE prying Pauls in The Journal research department are about to startle the advertising and selling world with another chapter of their sensational serial exposé on the private lives of Milwaukeeans. What the good burghers eat, their displacement tonnage in beer, how many have a canary, what's in the medicine cabinet, whose shoes are under the bed, the innermost secrets of Milwaukee homes are laid bare in the 1935 edition of Consumer Analysis. Only 2,999 copies of this privately printed, unexpurgated edition will be available and those will be distributed only to doctors of sales and advertising. Better put your order in early.

**THE MILWAUKEE JOURNAL**  
FIRST BY MERIT

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# Agency Argument Seen as Aid to Business Socialization

Apropos the argument over agency compensation, a prominent advertising agent wrote a letter to the publisher of one of the foremost national magazines. Here is the letter. *PRINTERS' INK* presents it with the permission and approval of both the agent and the publisher. Its thoughtful conclusions and startling implications—reaching, as they do, far beyond the question as to how much an agent should receive—make this letter timely and important. It will doubtless go far in clarifying the issue that has been discussed successively in the Young report, the Study by the Association of National Advertisers and the Analysis of that study recently put out by the American Association of Advertising Agencies.

**T**HREE is a phase of this situation which I feel should have the attention of all major executives before it is carried too far. For in its larger aspect, this agitation is just another step in the general, present-day tendency toward the socialization of all industry; and as such, do the major business executives of this country really desire to aid and abet such a tendency?

We have already seen the socialization of banks, railroads, aviation companies, and utilities. How soon will this spread to food, drug, and automobile companies? Aren't they equally as necessitous to the well-being of mankind as the others numerated above?

If the new proposed agency contract is shorn of all its embellishments, it means about this: The advertiser is attempting to establish the principle that the vendee (or customer) shall have the right to dictate the amount and manner of selling expense employed by a vendor. For the advertising agent, all extraneous conversation to the contrary, is in fact and by law, the agent of the media owner. The media owner has the right to grant an agency a license, and has the right, with cause or without cause, to withdraw such franchise. This has been established in court. He is employed by the media owner to

make advertising profitable to the advertiser, and by so doing, increase the volume of business for the media owner.

If the advertiser, as a customer, demands the right, as a customer, to dictate the manner and amount of selling expense employed by the seller, how long will it be before the advertiser's customers demand the same right? There is one principle in American philosophy that seems to remain stable, regardless of party in power. That is this: The rights and privileges which you demand for yourself you must eventually accede to others. If this be true, then it seems only far-sighted to look at the proposition from both viewpoints.

Let us take the case of a toothpaste manufacturer. He fixes a list price on his product, for example, of 50 cents. He allows the dealer a discount of 33½ per cent. He allows the jobber a discount of 15 and 2 per cent. It is true, he pays this for the purpose of selling

**WHAT DOES IT COST  
TO CALL BUFFALO  
FROM NEW YORK? <sup>Station</sup>  
tonization rate. AFTER  
8:30 P.M.?**



Frank  
Crumit  
**S A I D**  
90

*Julia  
Sanderson*  
**SAID**  
**\$1.25**

Kate  
Smith

85

**SAID**  
**90¢**      \$1.25  
**THE CORRECT ANSWER IS**

Let's the millions of people they can  
in these radio headliners are high in  
the out-of-town telephone  
and have been

Call them  
this name or  
one after 8 P.M.  
What would you  
do if you do not receive what  
you bought? It is to make out-of-town  
and foreign station-to-station calls  
at 8-9 P.M. Look below and see how  
to get in touch with us.

you both go talk with someone you would like to see. Why not try a 6:30 or 7:00 a.m. school, that I am sure would be a good idea.

**"80¢ to call Buffalo? . . . that's  
a surprise to me, too! I would have  
guessed at least a dollar. Wonder  
who's writing this campaign?"**

*The New York City advertising of the New  
York Telephone Company is handled by*

**B R D O**

---

**BATTEN, BARTON, DURSTINE & OSBORN, INC.  
Advertising**

283 MADISON AVENUE • NEW YORK

CHICAGO • BOSTON • BUFFALO  
PITTSBURGH • MINNEAPOLIS

Mar. 21, 1935

and distributing his product. (But this is exactly the reason why the media owner pays his agent.) In addition, the toothpaste manufacturer employs factory salesmen and advertising. In short, he spends from 60 to 70 per cent of the list price in order to sell his goods.

There are many economists who feel that this is wasteful, who feel that high-pressure selling which induces the public to pay 50 cents for a 6 or 7-cent tube of toothpaste should not be allowed. They feel that central depots should be established where people could come and buy what they need, for somewhere near the actual cost of the product. (See Consumers Research.)

#### Again—Take a Refrigerator Manufacturer

Let us take the refrigerator manufacturer for another example. He offers an icebox to the public at a list price of \$200. He allows the distributor to buy it for 50 per cent and 10 per cent off the list price. In addition to this, he employs an advertising campaign and a factory selling organization, so that he receives net, minus sales expense, approximately \$75 for a \$200 icebox. The refrigerator manufacturer justifies his methods by stating that if high-pressure selling was not employed, the volume would fall off to such a point that the consumer would have to pay more than \$200 for his product. (This is, of course, the exact position taken by the media owner; his business, too, depends on volume. And, by comparison, his selling costs do not seem extravagant.)

But there are many people in high places who feel that this entire system of selling is unjust and extravagant. They feel that the person who wants to buy an icebox, without being high-pressed, should be able to buy it minus the high-pressure selling expense. And this viewpoint is being crystallized in the work of the TVA to reduce the price of electrical household devices.

The second major point involved is the right demanded by the advertiser, to control and regulate the

profit made by the agent. In short, the right of the third party, or consumer, to dictate the amount of profit that an independent business owner may make in his business.

Perhaps this theory is sound. There are many today who believe that it is. The amount of the profit that the railroads may make was fixed by Congress. Pressure has been brought to bear to limit the salaries of railroad presidents to \$60,000 per annum. I further understand that the presidents and officers of aviation companies shall not receive more than \$17,500 per annum, if they want to receive mail contracts from the Government.

As I said before, the present demand of advertisers is just another step in this tendency. How long will it be before executive salaries in food companies, drug companies, automobile companies are regulated by law? For these, too, are public necessities.

I think advertisers should bear in mind that each time a certain profession or industry is socialized, it means just that many more people who will clamor to socialize the other fellow's business.

Another point stressed is that the big advertiser should receive a lower price than the small advertiser. This must be exactly what the advertiser means, when he states that the agent of a big client is not entitled to as great a percentage as the agent of a small client. Therefore, the advertiser can have only one objective in mind, that is to reduce rates for himself by means of a rebate.

#### Many Accounts Are Large through Merger

There are many large advertising accounts that have become large through mergers, amalgamations, and holding companies. The individual units are not any larger than they were previously. But the new merged corporation lumps, combines, and pools its advertising appropriations, and then demands preferred positions in publications and preferred rates with the radio stations because of volume, thus leaving the independent manufac-

(Continued on page 110)

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homes by The New  
York Times than by  
any other newspaper.  
—From Polk Con-  
sumer Census.



**JAY-THORPE** draws to its door women seeking the latest in fashions. This long-successful, smart shop in New York places more advertising in The New York Times than in any other newspaper.

## The New York Times

NET PAID SALE AVERAGES  
460,000 WEEKDAYS; 740,000 SUNDAYS

# The Offending Thumb

*Editor of PRINTERS' INK:*

In your issue of March 7, I notice the advertisement of a Cincinnati newspaper in which there is an illustration of a clay figure thumbing his nose at one of the worthy merchants of the town.

Is it possible that the staff of PRINTERS' INK lives in such a chaste and secluded atmosphere that it is not aware of the significance of this impure gesture?

In the circumstances, it might be advisable to summon the office boy and to ask him to expound the facts of life so that future advertisements from the newspaper in question may be properly censored.

It is possible that part of your circulation may enter the sacred precincts of Boston where guardians of the public morals are prone

to confiscate entire editions of magazines for violations of the stern code of New England propriety.

I should hesitate to believe that your seeming obtuseness in this matter was premeditated and that, remembering the success of the famous Camel ad, you were trying to increase your circulation by means of a Shanghai Gesture.

It seems reasonable to think that the Cincinnati paper would quickly remove the offending thumb from the offending nose, at a hint from you. Possibly, however, you might be tempted to side with a paying advertiser and to thumb your nose in the direction of your present critic. Because of this danger, I will simply sign myself . . .

FAITHFUL SUBSCRIBER.

## Flit Gives Moth Bag

A BIG merchandising drive is being put behind the sale of Flit Insecticide by Stanco, Inc. A combination offer of a big moth bag with every quart of Flit is the key-stone of the campaign.

The purpose of the offer is to get women to purchase a quart can of Flit on their first purchase this year. The popular selling units have been the pint and half-pint cans.

The offer is being advertised ex-

tensively in current magazines and in newspaper advertisements to appear in a long list of key cities.

To get the proper push behind the drive at the point of sale, 237 prizes totaling \$2,070 in value will be awarded for the best window displays. Display material is being furnished by Stanco.

Special advertisements in trade publications carry the details of the entire merchandising plan.

## Spinach, Carrots or Rice

KETCHUM, MACLEOD & GROVE, INC.  
PITTSBURGH

*Editor of PRINTERS' INK:*

I should like the author of the article, "Newspaper Space Buying as a Seller Sees It," in PRINTERS' INK for March 14, to know that I heartily favor a continuance of his habit of regular eating.

Because of his intelligent criti-

cism of an occasional weakness in newspaper space buying, I suggest that he be permitted seconds on the dessert.

But—because of his last paragraph, he should be sentenced to a double helping of spinach, or carrots, or boiled rice, at least once daily for one month.

C. D. BENNER,  
Media Department.

# Going Up!

## Step Lively, Please—

YOU'LL have to step lively to keep up with the fastest growing newspaper in Chicago. For the past sixteen consecutive months the Chicago TIMES has been favored by Chicago merchants with retail advertising **GAINS** which total in excess of 720,000 lines.

These merchants are on the ground. It is their business to know the reading habits of Chicago. They test their newspaper advertising in the hot flame of cash register results.

The national advertiser can find no better guide than the dealer at point of sale. It will pay you to investigate this growing market. Average daily net paid circulation in February 223,000.

**DAILY TIMES**  
*Chicago's Picture Newspaper*

National Representatives  
Sawyer-Ferguson-Walker Co.

220 E. 42nd St.,  
New York City

Palmolive Building  
Chicago



Clyde Brown Photo

# THE GOOD EARTH

TO FEED a waiting world,  
comes the abundant harvest  
... not from the marginal acres  
but from the deep rich loam ...  
*the good earth.* And to feed a  
waiting world, food manu-  
facturers and food advertisers,  
too, seek out the richest soil ...  
the soil from which they know  
they can reap the richest harvest.

Plant your advertising down in any of  
in sterile markets, fling them into  
homes that cannot buy, and  
your work and investment go far back.  
Daily time, energy and money  
come to naught. Nobody can afford more  
got rich scratching gravel. In any other  
no matter how big the gravel pit . . . no matter how big

GEORGE A. McDEVITT CO., NATIONAL ADVERTISING REPRESENTATIVE  
NEW YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCIS

case of a newspaper) the solid circulation.

ong all the food markets of United States, none can compare in productivity and sell with the more than 400,000 well-fed, able-to-buy families of THE CHICAGO DAILY NEWS . . . the truly is *the good earth*.

o says so? The food advertisers themselves. Not with words but with action . . . they back it with schedules.

ring 1934 The Chicago Daily News carried more food lineage rising dollar any other paper in the United States.\*

buy, and investment money. Nobody in any other Chicago newspaper

g the gr  
how big

Food, with its short profit margin and vital necessity of swift turnover and volume sale, is the supreme test of a newspaper's ability to sell goods . . . *any goods*.

To the advertiser seeking the fertile soil in which to plant his dollars for bountiful return, here is the GOOD EARTH . . .

## TOTAL FOOD ADVERTISING



\*Authority: Media Records, Inc.

# THE CHICAGO DAILY NEWS

-Chicago's Home Newspaper

ESENTATIV  
FRANCIS

# Donahue Leaves "Tribune"



William E. Donahue



Chesser M. Campbell

BECAUSE of prolonged ill health, William E. Donahue last week resigned his post as advertising manager of the Chicago *Tribune*. Chesser M. Campbell, assistant advertising manager for the last three years, takes over his duties.

Mr. Donahue's retirement brings to an end a thirty-year career with the *Tribune* organization, during which he achieved ranking as one of the country's leading newspaper advertising executives. He first joined the *Tribune* in 1904 and, with the exception of a seven-month period in 1910, his service was continuous from that date. Working up through various divisions of the advertising department, he was appointed manager of local display advertising and served in that capacity for eleven

years. He was advanced to the position of advertising manager in 1928. A star salesman and a thorough student of merchandising, as well as an executive, Mr. Donahue played a leading role in the post-war years of great expansion of the *Tribune's* business.

The new advertising manager joined the *Tribune* in 1921 as a member of the staff of the Paris edition. A year later he was transferred to Chicago and engaged, successively, in the classified, retail display and Western national advertising divisions. In 1927 Mr. Campbell was made manager of the New York advertising office, returning to Chicago two years later as classified advertising manager. Promotion to the assistant advertising managership of the *Tribune* came in 1932.

## Two New Crowell Directors

J. A. Welsh and C. E. Stouch have been elected to the directorate of the Crowell Publishing Company. Mr. Welsh is advertising director of the Crowell publications. Mr. Stouch is a business associate of J. P. Knapp, chairman of the executive committee.

## Advanced by Seattle Agency

R. H. Burke, of Strang & Prosser, Seattle agency, has been made manager of mechanical production.

## Donahue & Coe Add Fillebrown

Howard M. Fillebrown, recently with Topping & Lloyd, Inc., and before that with the former Frank Seaman, Inc., has joined Donahue & Coe, Inc., New York agency, as an account executive.

## Shoe Polish Account to Ayer

The Whittemore Bros. Corporation, Cambridge, Mass., shoe polish, has placed its advertising account with N. W. Ayer & Son, Inc.

# Merry-Go-Round Marketing

How Reliable Research, Now More Needed Than Ever, Can Make Selling Orderly and Sure

By John H. Knapp

Vice-President in Charge of Sales, Norge Corporation

MANY crimes have been committed in the name of research—that great essential of modern marketing. Some continue. For example, I have on my desk the presentation of a certain publication that bases its entire interpretation of consumer desires on interviews with 100 women and from these limited findings, makes interpretations as to size of national market, position of competitors in it and how neatly its circulation covers the situation.

Arguing from the particular to the general, based upon superficial surveys, the conclusions reached are so faulty that I wonder what this publication takes me for. It insults my intelligence.

The day of shallow research, built to show, has gone. It must be based upon sufficient means to justify reliable, national interpretations.

And I have somewhere in my files the presentation of an advertising agency which bases its conclusions on a survey made five years ago which, though sufficiently comprehensive, was made at a time when the entire economic, social and distributive picture was different from that of today. Its musty interpretations were worse than taking a blind gamble because they certainly would have led a company astray. Research must be recent as well as comprehensive.

So it isn't a matter of just any old research that will do. It must be reliable research, as to dimensions and recency, and of the nature that can be completely used. I once knew a research man, with a Phi Beta Kappa key, who could make the most bewildering logarithmic charts, but no one but himself could understand them.

He couldn't explain them in terms of harnessing conclusions up to the marketing attack, because he had never been a dealer and he would have died of heart failure had he ever had to talk to a housewife at the front door.

Do you remember playing that game at childhood birthday parties in which everyone sat in a circle and a sentence went the rounds, whispered from one to another, until it returned to the starter who compared the result with the thought that started out? You would never recognize the two. Well, that's what is going on in marketing too much, even today.

Presume company management, field men, distributors and their wholesale men, dealers and their salesmen are sitting in a circle; one whispering a sales impression to the other. By the time it reaches the consumer's ear it is so unlike the powerful argument which left the company that it is a weak presentation which, more often than not, fails to interest.

Now imagine what happens if

THE  
BOONE MAN  
REPRESENTS  
THE HEARST  
NEWSPAPERS

... DAILY —

New York Evening Journal  
Chicago Evening American  
Albany Times-Union  
Baltimore Evening Journal  
Rockford Evening Journal  
Seattle Evening American  
Detroit Evening Times  
Wisconsin News  
Baltimore News-Post  
Washington Times  
Atlanta Georgian  
Milwaukee Bee-News  
Los Angeles Examiner  
San Francisco Examiner  
World War Intelligence

SUNDAY —

Boston Advertiser  
Albany Times-Union  
Chicago American  
St. Louis American  
Detroit Times  
Baltimore American  
Indians American  
Catholic Bee News  
Los Angeles Examiner  
San Francisco Examiner  
World War Intelligence

VOLUMES II  
and PRIT



RODNEY E. BOONE ORGANIZATION

CHICAGO • INTRUST • CLIVE AND • BOSTON • HOUSTON

# MS IN THE CREAM PROFIT is in VOLUME

AMERICA is divided into various Markets of Vital Importance . . . the cream areas of the country. The volume of sales a national advertiser gets from them usually accounts for most of his PROFIT. Oftentimes, it is his ALL. For bulk profits come only from bulk sales.

Each of these markets offers endless opportunity for increasing sales volume through the concentrated, individual attack of newspaper advertising.

In these markets, opportunity seems endless. New products are constantly being introduced . . . successfully. Old sales quotas are continually being raised . . . and met.

It simply proves that the millions who live in these Vital Markets have never bought as much of any given product as they can be sold.

Yet they are *simplest* to sell, for each can be attacked with exactly the degree of force it deserves, through newspaper advertising . . .

CALL THE  BOONE MAN

ORGANIZATION OF HEARST ADVERTISING SERVICE

BOSTON • NEW YORK • CHICAGO • ATLANTA • SAN FRANCISCO • LOS ANGELES • SEATTLE

the hearing of each factor is bad, or if each makes no attempt to pick up from the other the things that are supposed to be repeated all down the line; then you get a loss of impression power that makes you wonder how any story of an interesting nature could ever arrive in the consumer's mind. Were it not for the ability of advertising and printed promotion to hop over the heads of the distributive factors, it is questionable if the consumer would ever receive an orderly array of information.

#### All Distribution Factors Must Be Surveyed

Unless a company elects to continue merry-go-round marketing, it must survey the loss of impression power that is occurring throughout its distributive channels, find the weak spots and the elements necessary to strengthen them. What, for example, is the use of confining research attention only to dealers if the salesmen below or the wholesale men above are not performing right? All are dependent upon each other for success. Nothing short of a survey of the whole can be expected to improve a company's selling efficiency.

Such research as that is the most necessary and most productive thing a company can do. As an example of its benefits, let me cite the specific example of how research is being used by Norge Corporation. Our methods, I believe, are applicable to all types of marketing problems and the benefits to be derived by any company are similar, particularly those that have "hard to sell" products which depend upon the personal factor for much of their selling success.

This company recently concluded the most comprehensive marketing survey that has ever been made of the electric refrigeration industry. Research was aimed at 23,012 general consumers, 25,000 Norge owners, 1,500 dealers of all manufacturers, 6,000 Norge dealers, 400 Norge wholesale men, 8,000 Norge salesmen, 500 department stores and, finally, we sent trained investigators

to shop the floors of 250 dealer stores.

Naturally, a market study of such great dimensions, requires a book to explain. The facts we found are literally amazing. Even though Norge is nationally known for the extent to which it has developed and used such market engineering, the results of this complete research uncovered many new conclusions which have already helped us to improve impression delivery.

We accurately measured the 1935 buying intention. Of all non-owning families, 40.3 per cent expect to buy an electric refrigerator in 1935 as compared with 32.2 per cent in 1934; a gain of over 25 per cent. This makes possible a prediction of 1,900,000 total 1935 volume. We found that the company's position, compared with our good competitors in probable 1935 ownership, compared with last year, has grown favorably. From these deductions we were confidently able to boost quotas and intensify our marketing attack.

Likewise, we found that 21.7 per cent of all families want a new washer, 15 per cent desire an oil burner and 27.4 per cent hope to buy a new kitchen range. In other words, there is a greater active buying desire for home appliances in 1935 than has been known in any former year.

#### A Corollary Value of Research

A correlative value from research bobs up right here. We could go out from the factory and talk to our dealer organization until we were blue in the face about the truly remarkable sales possibilities of 1935 but it would just be considered exuberant hokum. But when we say, "The factory isn't speaking to you, 23,012 women are talking to you," dealers take notice and believe. Thus on a sufficiently comprehensive and factual basis, we have been able to lift up the dealers' sight to a far greater appreciation of what is possible in 1935.

It was found that 1.43 buying reasons would be considered in

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1935, compared with 1.22 last year; indicating a greater tendency to select on a comparative basis and pointing to the necessity of following through on a "sell the difference" technique more than ever before.

Of all factors that will control the 1935 buying decision, it was found that the leading six (economy, convenience, mechanism, company standing, beauty and dealer reputation) held 90 per cent of the importance rating. By centering on these six, providing he has the most persuasive story, an electric refrigerator salesman can be sure of his ability to win nine of each ten competitive solicitations.

#### Survey Showed Price Was Not a Large Factor

We found that the factor of price had an importance rating of 0.5 per cent, of such insignificant importance that any salesman will blunder badly who relies on it. With such indisputable evidence, we have been able to convince the sales organization that price emphasis is a faulty selling method.

We were able to measure the success of our advertising, found that recognition for our product had increased 325 per cent within the single year of 1934 (from 11.9 to 38.8 per cent), a remarkable improvement which convinced us that last year's theme was tailored to consumer interest. This fact has made it easy for us to prove to retail salesmen that they have three times the chance to sell in 1935 and that selling resistance will be about a third of what it was last year.

From the standpoint of owners, we were able to measure their buying habits and reasons in a manner that has given us the sure confidence that we have been successful in our outstanding policy of serving the American housewife. We have uncovered facts that permitted us to re-shape our presentation technique. We know the importance of the leading ten appeals which most influenced the decision to buy and are able to give each its proper balance in

advertising, promotion and personal selling activity. We have found that 30 per cent of owners wished they had selected a larger model, giving us an effective argument to induce salesmen toward the more extensive practice of selling up. The peculiar thing about an electric refrigerator is that the food savings it creates, by means of which it becomes a self-financing investment, increase as the model becomes larger.

We found that while the non-owning family, as shown in our general consumer study, will look at 2.58 makes before a final selection, Norge owners actually compared 3.8 makes before buying.

We found that the product saved 10.5 store trips per month, conserved 17.5 home-making hours and, in all, really gave the user a week's vacation each month. Based on the average of thousands of owners, we found total food savings per month (operation cost compared with ice, use of leftovers, elimination of food spoilage, quantity marketing) to be \$9.77. This is more than the usual monthly payment.

#### Most Sales Are Closed in the Home

We found that 64.9 per cent of all sales were closed in the home and that the husband held 55.6 per cent of the responsibility for final decision; indicating the importance of outside selling and a balanced presentation upon husband and wife.

We were able to accurately measure the product's benefits compared with expectations in relation to the twelve most important use-values and were agreeably pleased to find that Norge was found by 51.1 per cent of owners to be better than expected and to be as good as expected by 45.6 per cent of the others.

From the shopping study, we found just how dealers and salesmen were performing, how well they were using the ideas and materials we have provided, what the weak points were that needed bolstering in store display, promotion and personal selling. Each

Mar. 27, 1935



# WHY WE DON'T HAVE dep't stores

but nobody has found a way of running a dep't store without them. Buyers represent our principal Sales Resistance in selling more agates to the dep't store. For instance:

 One of the haughtiest hurdles is Miss Effienoodle, crockery buyer for the past 104 years. Effie has what is known as a following—from which it follows that Mrs. Vangoldsborough will permit no one but Effie to show her porcelain gravy ladies or glazed toothpick coasters. Effie is proud of her prerogative, and likes to think of the customers as her personal pals. She doesn't warm

up to the idea of having perfectly strangers milling around her department, even though strangers might perfect her quotas.

 Spiritually allied to Miss Effienoodle is Mr. Gwill, the anti-feminist of gentlemen's furnishings. Mr. Gwill is still staunchly opposed to woman's suffrage, and thinks woman's place is in the home. Although

# DON'T HAVE *more* store advertising

The word *more* will admits when pressed that in these times wives buy most of the men's overcoats, to say nothing of advertising accounts, he deplores the tendency. He doesn't want any truck with a medium which has been so gallantly successful with the ladies.



Another hindrance is Mlle Highspin, of the expensive Little Shoppe. She prides herself on her limited and non-applicating assortment. Once by mistake she found she had six gorgeous Gateaux all alike, and consternation advertised in The News. To her amazement and dismay, about sixty customers showed up, and fifty got sore because the stock was sold out. As Mlle Highspin can tell you, nobody wants to advertise in a medium which sells more merchandise than the buyers bought. Although Mlle prefers innocuous media

which don't exceed expectations, and keep her *sang froid* froid.

In every store too is a Mr. P. M. Nightwit, who has worked up from a small store in Palooka. He likes to tell us that in Palooka everybody reads the Planetarium, published p.m. If New Yorkers prefer morning papers, they must be slightly loco. About the time Mr. Nightwit gets hep to the fact that New York is primarily a morning paper town, it is usually too late to do us much good, because by that time Mr. Nightwit has been fired and is back in Palooka.



And then there is Mr. Holler, the merchandise mgr., who suddenly decides to promote a special offering of portable bathtubs on page two of Friday's paper. We'd like to oblige, but one of the quaint customs of the newspaper business is to reserve some of the paper for news. Sometimes Mr. Holler varies his request by wanting ten pages on Friday, when there is room for only three. Our explanations usually don't appease Mr. Holler, and don't help our lineage any, either.

Mr. Spulash is somewhat of a problem too. He goes in strong for poster copy, and favors what he

calls a "smashing spread." About the only thing the small page of The News can smash is a last year's sales record. But Mr. Spulash is more impressed by aesthetics than by treasury take, and sometimes prefers to abridge his list rather than abridge his copy.



A lineage hurdle in a class by himself is Mr. Gruntt, who likes to be called a head-man. His objection is short if not sweet. "Givus a rate like the Graphic." To which we modestly answer that if we gave rates like the Graphic, we'd be where the Graphic (deceased 1931) is now, and the dep't store field would be deprived of its most helpful sales producer.

THERE are other buyers and circumstances which do not help out dep't store lineage. But virtue is its own reward or something—because The News is rewarded with more dep't store revenue than any other paper in New York; or for that matter, more than any



other paper in the country! Even in lineage, which is less significant than shekels, The News is way down in front, as you can see from the 1934 Media Records figgers:

Sun . . . . .	6,092,827
NEWS . . . . .	5,683,037
World Telegram . . . . .	5,274,532
Times . . . . .	4,813,692
Herald Tribune . . . . .	3,102,016
Journal . . . . .	2,986,366
Eagle . . . . .	2,883,625
American . . . . .	1,647,533
Post . . . . .	1,000,425
Mirror . . . . .	916,968
Times Union . . . . .	252,474

We have mentioned our ascendancy in the department store field in spite of difficulties merely to suggest that The News is your best medium for transcending difficulties! With over 1,650,000 net paid circulation daily, it makes molehills out of mountains. If your store or your service is not as well known as you'd like to have it, if it suffers from sales resistance, inertia, or lethargy or plain nonentity, we respectfully refer you to The News—and to your customers who in greatest numbers refer to the same medium! Have you any difficulties you'd like transcended in 1935?

# THE NEWS

NEW YORK'S PICTURE NEWSPAPER

Tribune Tower, Chicago • Kohl Bldg., San Francisco • 220 EAST 42ND ST., NEW YORK

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year, manufacturers spend millions of dollars on dealer helps and sales tools which can only become valuable as they are applied by dealers and salesmen. Well, it would probably send most sales managers reeling to find by such shopping surveys how little use is made of what is provided.

From the study of our dealers and salesmen, we found the promotion materials most desired, their most difficult selling problems, what they thought of us compared with competitors, what their present methods were. From all of this, we have been able to design a carefully integrated dealer program that is fitted to their needs. The nice thing is that we can go to them with a plan that was not only created for them but by them. Since each salesmen and dealer received these questionnaires, they knew the research to be complete and authentic. Thus, they have taken hold of the 1935 program as their own and are giving it their enthusiastic support in a truly miraculous manner. Norge sales, for the first two months of 1935, were 243 per cent of those of the corresponding period last year which gives some indication of the value of such market engineering.

The new sales training manual we have just issued is a good indication of the value of such research. We ascertained, first of all, that better sales training was the outstanding help most needed and wanted by dealers and salesmen. Likewise, we found that it was desired in manual form.

Then, by research, we gathered the most resultful methods used by Norge Vikings, a permanent

organization of leading salesmen who had won awards for unusual performance. These, we grouped together under twenty-four chapters of a sales training course in manual form which is issued as "authored by Norge Vikings." It is so intensely practical that productive, easily applied ideas can be found in almost every paragraph. And because salesmen know it is founded on firing-line experience, they are putting it to use with gusto.

Facts of this sort, uncovered by research, prove that such market engineering is one of the most essential things in reducing sales resistance and inspiring the distributive organization to co-operate in pulling a common oar to get a more concerted force behind the delivery of the impression. And until a company delivers an effective impression, it cannot deliver the product profitably.

The facts of such research are applicable to many elements and can be used in many ways. Charts of this complete survey, for example, were made available to distributors, wholesale men, dealers and salesmen as they applied to the particular operation. Wholesale men use them to convince dealers on the basis of evidence. Salesmen find them a powerful persuasion in front of prospects.

Research puts a truthful tone behind advertising and promotion. It builds confidence in the absolute integrity of the company in all things.

Practical, recent, comprehensive research—that is the way to get off the merry-go-round and "bee line" toward greater sales and profit in the years ahead.



#### Fehlman Appointed by Major Market Newspapers

Frank E. Fehlman has been appointed managing director of Major Market Newspapers, Inc., Chicago. Mr. Fehlman has been associated with the advertising agency business for many years. He opened a New York office for Lord & Thomas in 1921, later became a partner of Blackett-Sampie-Hummert, Inc. During the last several years he has been engaged in the investment and distribution appraisal business at New York.

#### C. B. Fox Returns to Hearst Organization

Chester B. Fox has returned to the Hearst Organization as the advertising manager of the *New York Sunday American*, a new post created in the organization. He was for a number of years advertising director of the *New York Evening Journal* and has had eleven years of experience in the Hearst Organization in various executive capacities. Previous to joining Hearst in 1923, he had been with the *Munsey* Organization and the *Brooklyn Eagle*.

# Homogenized Display

A COUNTER display which combines all the elements necessary to a sale except the cash register in a single, compact unit is being supplied grocers by Libby, McNeill & Libby in connection with their aggressive merchandising campaign on "Homogenized" foods for babies. The piece tells the broad advertising story, details the content of each of the six items in the line, displays each item, prices it and dispenses it on a self-service basis.

The unit is a simple, heavy cardboard container with an easel-type back, holding thirty-six cans in rows of six each. The front of the box is cut out near the bottom just enough to expose a row of the six different "formulated combinations." When a customer selects any one of the cans, gravity brings another into place.

Immediately below the exposed cans are spaces on the front panel for the grocer to fill in the price on each item and just under that, in large script letters, is the invitation to "Serve Yourself." Above the cans are illustrated descriptions



of the combination of foods which each can contains.

The display ties in closely with the recently begun intensive advertising campaign of full-page rotogravure copy in eighteen metropolitan newspapers and color pages in a national newspaper weekly.

\* \* \*

## Skelly Oil Names Clifford

Harry W. Clifford has been made advertising manager of the Skelly Oil Company, Kansas City, succeeding C. E. Ball, who, as previously reported, has joined Brown & Bigelow. Mr. Clifford formerly was advertising manager of the Skelgas Company, an affiliate of the Skelly Oil Company. He was at one time with the Kansas City *Star*.

\* \* \*

## Cincinnati "Enquirer" Appoints T. N. Williams

T. Norman Williams has been appointed advertising director of the Cincinnati *Enquirer*. He succeeds George T. Bechtolt, resigned. Mr. Williams formerly was with the Minneapolis *Journal* in a similar capacity.

\* \* \*

## Snowden with "Grade Teacher"

John W. Snowden, formerly with Condé Nast, is now with the *Grade Teacher*, published by the Educational Publishing Corporation, New York, also publisher of *St. Nicholas*.

## Markward to Criterion

H. W. Markward has been appointed Western sales manager of the Criterion Advertising Company, Inc., New York, with headquarters in the company's Chicago office. He formerly was with *True Story* and *Good Housekeeping* and, most recently, with Fletcher & Ellis, Inc.

\* \* \*

## R. L. Stillson Joins Robert Reid MacGuire

Robert L. Stillson, associated with creative printing and direct advertising for over twenty-five years, has joined the Robert Reid MacGuire Organization, New York, art, layout, design, etc., as sales manager.

\* \* \*

## Advanced by Bird & Son

L. S. Wright is now advertising manager of Bird & Son, Inc., East Walpole, Mass., Neponset shingles, floor coverings, etc. He succeeds E. R. Clark. Mr. Wright was formerly with the Chicago office of this company.

# Experiments in Small Space

One Dozen Ways to Make Powerful Little Ads Work Toward Big Sales Results

By Ray Giles

"POWERFUL Little Ads" in PRINTERS' INK, February 28, leaves in me the itch to write at least a dozen postscripts to Mr. Palmer's article.

P. S. No. 1—One of the frights in Adland has always been that small ads would be smothered among the bigger ones. Of course, "Powerful Little Ads" proves that they aren't, even though it does so in rather an indirect way. The point that small ads can hold their own seems worth added emphasis.

Proof of this came to me one summer when we rented an island. In the cottage was a collection of magazines for the years between 1881 and 1893. Too much of that vacation was given over to examining these old magazines, but it was time well spent. Perhaps it will surprise others as much as it did me to learn that they commonly carried a hundred pages or more of advertising in a single issue.

Thus, even in the "panic" year of 1893, when strikes and cholera were in the minds of the country, we find over a hundred pages of advertising in one issue of one magazine. And the space units vary immensely: four pages in a string for Johann Hoff Malt Extract, only a page for Ivory Soap, an inch and a half for the Edison Phonograph, two lines for The Libbey Glass Company, four inches for Studebaker, half a page for Julius Kayser and about three inches for Royal Baking Powder. But there are plenty of page advertisements.

Two small-space hints emerge from a review of these ancient magazines.

I. Useful new ideas and inventions have been launched successfully with powerful little ads. Ex-

amples: the typewriter, the fountain pen, the cash register, the adding machine, the Kodak, the dollar watch, the phonograph. Little ads in all these cases seemed to have earned for the advertiser enough money to warrant larger space. And bear in mind always that I am talking about advertisers in crowded publications where the little ads had to fight with page and even six and eight-page advertisements for attention. The early A & P advertisements measured about an inch, relying on a fat, black "T" to catch the eye.

II. Within the same field, small-space advertisers are not necessarily killed off by big-space competition. Thus Penn Mutual was using a single inch while Equitable and Prudential and Traveller's were using pages. In the same magazine we find a half inch ad for Santa Fé along with full pages for New York Central and Rock Island.

P. S. No. 2—Advertisers who ordinarily use big space often find that small space is worth while in off seasons. In some cases this is what old-hat practitioners call "maintenance" advertising, and the practice is regarded as too old-fashioned for words in some quarters. But some people thrive on what others consign to the garbage pail. Good advertising plans and ideas are as much subject to rejection as good plays and books.

P. S. No. 3—for good mental exercise question "space formulas" such as "No use to advertise at all unless you can use such and such a schedule" and "Better wait until you can do a good (meaning a 1929) job." One prominent advertiser recently paid an outsider to experiment on the sly for him

with little ads; said he couldn't get his advertising manager or advertising agent to do it.

*P. S. No. 4*—Space pride may precede a fall in advertising efficiency. Many "test" campaigns are tests only of the relative efficiency of different appeals. Tests of space units may not be made at all. It would seem that after the best copy appeal is decided the next step might well be to try that same appeal in different sizes. Double pages may come out the winner—or two-inch ads.

One large advertiser today has increased his appropriation over that of two years ago because a new adviser found a way to make four-inch ads more effective than his former quarter pages. The way to increase advertising appropriations is not necessarily through the use of larger space; when an advertiser sees small ads working powerfully he wants to put them before more people.

*P. S. No. 5*—Don't use a certain unit of space simply because your competitors use it. We recognize the danger of imitating copy appeal more than we see the danger of imitating space used by the leader in the field. The leader in a certain industry decided to reduce his space units because he felt the need to reach more people. The problem of competitors' use of pages was brought up. Quite seriously the manufacturer said, "Inside of a year they will be reducing their space units also, because they will say that if the leader can afford to reduce his space they can too." This sounds like a fairy story, but I am depositing names and date with the editors of PRINTERS' INK, and that, exactly, is what happened.

*P. S. No. 6*—Need for frequency of insertion may outweigh the need for large-space units—and—

*P. S. No. 7*—Need for mass of circulation may also outweigh the need for large space. So products of infrequent general use—such as condiments and remedies used only now and then—may find that they want to strain half the population through their business sieve in or-

der to catch enough customers at the right time. Thus we find that advertiser of steel files (tools—not office filing equipment) keeps on advertising year after year, while several one-time big-space advertisers of hammers, axes, saws and other tools lie buried in the advertising graveyard. Nothing their color pages said could make a man rush out to buy a saw or hammer when he didn't need it. Perhaps a gentle trickle of small space might have caught enough people at the right time; I don't know. At all events it has worked that way for the man who advertises files.

*P. S. No. 8*—The occasional use of small space may make for a colorful schedule just because variety is still the spice of life. There is such a steady ding-dong or uniform space in some schedules that I, for one, found myself freshly interested in a three-line advertisement for Terraplane this morning on the front page of the New York Times. It seems as though there had been an averaging up in space units in recent years. Some of the products which have built up success through advertising have not been afraid to mix up all sorts of space units in their campaigns.

*P. S. No. 9*—Legitimate uses for small space, on which everyone agrees: Teasers, little ads to call attention to big ones elsewhere in the same publication or in another publication, trick use of classified ads as in the case of Wrigley, small space in special position, several small ads for same product in the same publication.

*P. S. No. 10*—Some users of middling space feel that they ought now and then to use a large advertisement. By splitting one middling advertisement into some small ones they may be able to enlarge an insertion now and then.

*P. S. No. 11*—Get up some small ads now and then even if you hate the darned things! It will stir your ingenuity. It will show you how to make still better use of large space. This shows up in several ways. One advertiser who decided that his page ads were be-



## Pick Markets where People are Buying

The Indianapolis Radius shows a high rate of upturn. Retail sales in Indianapolis continue to mount. An increase in general business activity of 19% over last year is estimated by Brookmire for the next six months. Its consequent high sales potentialities mean lower sales costs to manufacturers.

Indianapolis and its Radius can be merchandised with but one advertising cost. The News, with its circulation of more than 145,000, will do the job . . . ALONE.

## *The Indianapolis News*

SELLS THE INDIANAPOLIS RADIUS

New York: Dan A. Carroll, 110 E. 42nd St.

Chicago: J. E. Lutz, 180 N. Mich. Ave.

# WHEN SISSY WAS



CEDRIC (*Little Lord Fauntleroy*) with his  
dog and pigeons

CO

# WAS A BATTLE CRY

As did the rugged young Americans, who snuggled contentedly into bed as their fond mothers blew out the kerosene lamps on a certain night in the middle of the year, reckon on the sad fate that lay around the corner.

They were about to run full tilt into the power of Great Fiction! For they woke to that doleful day in "Little Lord Fauntleroy", appearing first in a magazine, started to cut his devastating swath through the hearts of young female parents.

OVERRIDING the horrified protests of fathers and sons alike, legions of women begged their resisting darlings into the stores to buy lace collars and cuffs and velvet suits.

Wallace Eddinger was one of three leading actors who created the title role on stage after the novel had swept the country like a plague. At the death of the author, Mrs. Frances Hodgson Burnett, in 1924, he said, "To play the part of 'Eric' I had to shave long golden hair, wear white stockings and be, oh, so sweet. So the other kids used to call me 'Sissy'. Other kids were glad when the 'Fauntleroy' vogue ended. Their mothers dressed them in counterparts of Eric in the role and they were always getting into fights."

Perhaps you think this hard-boiled world has ceased to react to such a display of emotion.

But how else will you explain the way in which women last year aped the hair-dress of "Little Women", or the increased interest in Oriental decorations that followed Pearl Buck's Chinese novels in *Cosmopolitan*?

For two such apparent examples of fiction's emotional power there are scores of far less obvious reactions.

In *Cosmopolitan* this always present but unobtrusive sales suggestion extends to its illustrations.

Not only are *Cosmopolitan* artists naturally keen to dress their illustrations in the setting that fits the story, but a capable stylist keeps a vigilant eye open for every opportunity to show how good clothes, accessories and decorations in the illustrations may add a subtle touch to the emotional power of its fiction.

The most stimulating—the most profitable background for Effective Advertising is **GREATER FICTION**. Men who sell know this power.

Those who know it best use *Cosmopolitan* most, for *Cosmopolitan*, by critical appraisal, publishes **MORE** Great Fiction per issue than any important magazine.

"THE MOST INFLUENTIAL BOOKS, AND THE TRUEST IN THEIR INFLUENCE, ARE WORKS OF FICTION," SAID ROBERT LOUIS STEVENSON.  
"THEY RE-ARRANGE, THEY REPEAT, THEY CLARIFY THE LESSONS OF LIFE"

# COSMOPOLITAN



# Glamor Comes Back To The Southland

With more money jingling in their pockets than for any time during the last five years, Southern Californians are experiencing again the luxurious side of life. Jewelry salons, travel agencies, smart restaurants, hotels and resorts, furniture stores, beauty shops—and those other lines of business which are the first to feel the pinch of a depression and likewise the first to prosper under a return of free and easy spending—are welcoming back old-time patronage and are running old-time advertising schedules in the Los Angeles Times—the newspaper which today single-handedly is reaching 62% of the market's total purchasing power.

The pudding's proof of this is shown in The Times' January-February advertising record as compared with the same period last year—16 times as much jewelry advertising—73% gain in toilet goods and beauty shops lineage—24% more restaurant space—transportation up 29%—furniture 18%—hotels and resorts 17%—Total Advertising 160,000 line gain!

## Los Angeles Times

NATIONAL REPRESENTATIVES: Williams, Lawrence & Cresmer Company, New York, Chicago, Detroit, San Francisco. NATIONAL COLOR REPRESENTATIVES: Associated Newspaper Color, Inc., San Francisco, New York, Chicago, Detroit, Cleveland, Los Angeles.

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coming too complicated ordered some quarter pages prepared. These he enlarged and ran as pages. They were improvements in simplicity, directness and stopping power. This same thing often happens when a page is "blown up" for window display purposes. Some of the best layout men always make small preliminary layouts, knowing that they are more likely to have a striking final result by enlarging a small layout than by starting with the final size itself. Again, where a page advertisement is to appear in several publications of different page sizes, it is better to make the original for the

small page and enlarge it for the others than to start from the big size and scale down.

*P. S. No. 12*—Finally, nothing put down here should be misconstrued to favor small space over big. There have been suicides in both camps—the small-spacer who felt his way cautiously to extinction along with the splurger who huffed and puffed and blew himself up with ill-advised big advertisements that weren't warranted. It is only proper to add that there are half-page advertisers today who ought to be using four pages at a clip now and then to get over what they have to sell!



#### Staff Appointments on "The American Weekly"

William P. Baker, formerly of the Chicago office of *The American Weekly*, has been transferred to the New York office.

Harry Singer and George W. Quigley have also been added to the Eastern sales staff of *The American Weekly* and will make their headquarters in the New York office.

Mr. Singer, who was formerly advertising manager of the New York *Sunday Mirror Magazine* and was national advertising manager for the New York *Daily Mirror* for three years, was with *The American Weekly* from 1923 to 1929.

Mr. Quigley formerly operated his own publishing business, has been advertising manager of Tower Magazines, Inc., and was for more than eight years connected with *Photoplay Magazine*, as salesman, Western manager and advertising manager.



#### Goode Heads New York Sales Executives

Kenneth M. Goode, has been elected president for the coming year of the Sales Executives Club of New York. Other officers elected are as follows: Paul Ryan, Donahue & Co., Inc., vice-president; F. K. Doscher, sales promotion manager, Lily-Tulip Cup Corporation, second vice-president; J. H. Moore, president of London House, Ltd., secretary; and Frank K. Hummel, general sales manager, New York Telephone Company, treasurer.

Newly elected directors are the following: William J. Monaghan, sales manager, Pioneer Ice Cream Brands, Inc.; Dr. Paul H. Nystrom, professor of marketing, Columbia University; L. W. C. Tuthill, president, Tuthill Advertising Agency; and Allen Zoll, vice-president, New York branch, MacDonald Bros., Boston.



#### Eddie Cantor a Radio Consultant

Eddie Cantor, stage, screen and radio star, has opened his own office as a radio consultant at 113 West 57th Street, New York. Mr. Cantor's organization will build radio programs for advertisers and agencies and also act as advisory counsel on script, continuity, casting and staging.



#### Stetson Expands into Canada

The John B. Stetson Company, Philadelphia, has acquired control of the Wolthausen Hat Corporation, Ltd., Brockville, Ont., Canada. In addition to its present line of hats, the Canadian company will also manufacture Stetson hats and the name of the company will later be changed to the John B. Stetson Company, Ltd.



#### Rotogravure Campaign for Flexees

Artistic Foundations, Inc., New York, manufacturer of "Flexees," foundation garments, is starting a rotogravure campaign this month, using thirty-six Sunday papers. The United Advertising Agency, New York, is handling the campaign.



#### With Peterborough "Examiner"

T. L. Ashton has resigned from the Ontario Associated Dailies to become national advertising manager of the Peterborough, Ont., *Examiner*.



#### Represents "Child Life"

*Child Life*, Chicago, has appointed Blanchard-Nichols, with offices in Los Angeles and San Francisco, as its Pacific Coast representative.

# Voluntary Readership

**Yes, Advertising Can Be Written So People Will Actually Want to Read It**

By T. Harry Thompson

THE reading of advertising copy by the public, when and if, is purely voluntary. Nobody has to read it, except the proofreader. That's his job. That's what he gets paid for. All others may read—or skip.

When this fundamental fact shall have percolated through the skulls of men, the advertising pages are going to glow with the lambent flame of human interest, of electric contact, of bull's-eye buying urge. It will be a field-day for copy writers who know their product, their public, their Remington keyboard; and who, knowing them, will never abuse that rare privilege of creative genius, the Leave to Print!

Writers and speakers on advertising topics have long admonished us that our copy and, perhaps especially, our headlines are in elbow-to-elbow competition with the brightest minds of the editorial pages—people who get paid for their writing instead of having to pay the publisher's line rate.

Some of us have heeded the warning and have striven sudorifically to write brighter, more interesting, more solar-plectic headlines. Some of us are still turning out sleepers like "The Truth about Kumquats" and "A Message to the Jewelry Trade from Homer K. Dinglefugle." Ah, the pity of it, as Charles Butterworth would say.

If I may use a none-too-brilliant figure of speech, headlines are hitch-hikers. Some of them get taken aboard and others weary by the wayside, jerking their thumbs and jumping away from flying fenders. With something approximating the technique of Claudette Colbert in "It Happened One Night," more

of them will be taken on by the indifferent, nuts-to-you public.

In a recent issue of the *New York Times Book Review* was published a rather formidable list of "books to be published during the months of spring." Without going beyond the second page, I have checked some titles that I consider stoppers:

- Four Roads to Death.
- Don't Ever Leave Me.
- The Indulgent Husband.
- The Mark of Cain.
- Salute to Aphrodite.
- Daughter to Diana.
- Affair.
- Shadow of Swords.
- The Grass Grows Green.
- Who Rides on a Tiger.
- Mr. Crusoe's Young Woman.
- Weep Not for the Dead.
- Evening of a Martinet.
- Walls Against the Wind.
- The Virgin's Brand.
- Condemned to Live.
- He Sent Forth a Raven.
- Besides, the Wench Is Dead.
- Light from Arcturus.
- Talk United States.
- Beggars of Destiny.
- Mushroom Heaven.

These are typical of the headline competition alone which advertisements meet in the pages of periodicals and Sunday newspapers. With "The Virgin's Brand" calling in siren tones on one page and "Motordom sets a new standard of excellence in the 1935 Squegee" or "Insist on Tidbury's Flapjack Flour" thumbing thickly on the page opposite, will the advertisement get a break? Don't bother to answer.

All right. Maybe the motor manufacturer wouldn't let you say "Bring 'em back alive in a 1935

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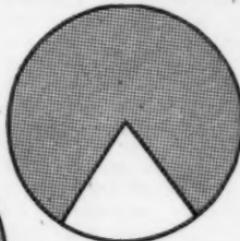
PAUL  
New Yor

# MASSES and CLASSES read The Telegram-Gazette

Dividing into three classes according to buying power all Worcester and Worcester suburban (average 18-mile radius) families which every day take a Worcester daily paper in their homes, THE TELEGRAM-GAZETTE COVERS

**80.75%** of CLASS C  
Families

(Lowest Buying Power)



**85.97%**  
of CLASS B  
Families

(Medium Buying  
Power)



**94.01%** of CLASS A  
Families

(Highest Buying Power)



The ENTIRE Worcester Market (city, suburban, classes, masses) concentrating within an average 18-mile radius a population of 433,000, is effectively covered through these newspapers ALONE.

Average Net Paid Daily Circulation.

**MORE THAN 100,000 FOR OVER 7 YEARS**

## THE TELEGRAM-GAZETTE

Worcester, Massachusetts

GEORGE F. BOOTH, Publisher

PAUL BLOCK AND ASSOCIATES - - - National Representatives  
New York, Boston, Chicago, Detroit, Philadelphia, San Francisco, Los Angeles

Squeegee—the super-safe sedan." No use putting negative thoughts such as mishaps in paid space. Maybe it's as bad as the factory-type headline that ran. But somewhere there was a headline written from the heart instead of from the shipping-room or the fabricating-floor. Nor would the flapjack folks let you say "That's why molasses was born," and maybe I wouldn't blame them. But here, too, was a chance to write a headline from the reader's point of view instead of from the sales manager's. If I felt free to quote actual headlines without stepping on somebody's toes, I think I could make the point faster and with more finality. But you know the kind of factory-fumdiddling headlines I mean.

It may be that none of us can produce a stopper every time, or even every other time. But there's no law against trying that I know of. It does call for the persistence of a piano salesman, I'll admit, when you consider all the hurdles. Yet, if advertising copy is to compete with editorial matter on something like an even footing, we must plunge straight ahead, looking neither to the left nor right. We must aim our messages at the ultimate consumer and not at the Achilles heel of our chief competitor in our particular field. There's too much baiting and badgering of the fellow whose product is probably just as good as ours anyhow.

#### A Chance for Glamour in Travel Copy

Sometimes I envy the people who write travel copy. Yes, I know the headaches that come to a copy writer from last-minute changes in sailing schedules, the infinite minutiae of factual information that must be shoe-horned into the piece in six-point type, etc. But surely there are compensations. There is in the very nature of travel copy a chance for glamourous headlines and lilting leads, with a minimum of those factory "musts" which I have labeled "nuts and bolts." I don't think any copy writer should mind his headline, "Caribee Cock-

tail," appearing opposite a yarn titled "Light from Arcturus" or that other headline in the same series, "This Sceptered Isle," bidding against "Shadow of Swords" for attention.

Of course, a copy writer can go haywire by ruling out headlines merely because they lack glamour. Sometimes a very homely bit of truth will smash the gong and hold us long enough to set down into the ten-point. I well remember a savings-bank advertisement with this trenchant headline: "There's no friend like cash." Many times have I recalled this incontrovertible declaration.

#### Captions Like the Voices of Old Friends

Paronomastic captions have a way of sounding like the voice of an old friend. The possibilities are infinite, what with the current plays and books. You remember the French Line's "Travelcade" which ran while Noel Coward's picture was still current. A successor to that in recent issues is "Tobago Road," featuring cruises to the tropics. Think how timely "Gentlemen Prefer Blends" would have been had we not almost forgotten Miss Loos' popular story of the gold-digger.

I mentioned piano salesmen a few paragraphs back. Which reminds me that a piano house has done rather well to meet editorial competition as well as piano competition, considering the times. You may remember a page captioned: "Within a Budding Grove," with this lead-paragraph: "In that Arcadian woodland where children dwell, young minds are as pliant and yielding as green young trees. Like trees, they draw from the soil of heredity what nourishment it can give. But if our children are to grow to a rich maturity . . . to be healthy, to think originally, to find a deep refreshment in the arts . . . skilled guidance and direction must shape all their impressionable years." Nice?

Another page in the same series was headed: "Song at Morning," which went on to say: "To a child, all things are lovely . . . and mu-

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# Sunpaper Carriers in BALTIMORE Serve Hundreds of "Solid Blocks"

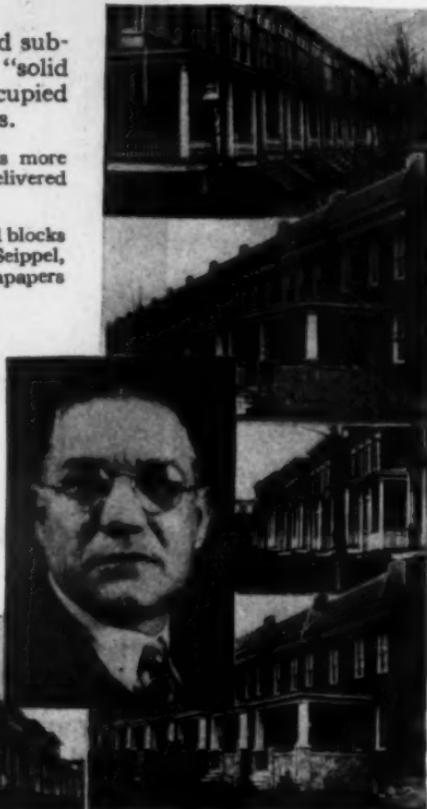
Throughout Baltimore and suburbs are hundreds of "solid blocks," where every occupied house is served Sunpapers.

And there are many hundreds more blocks where Sunpapers are delivered to all but one or two houses.

Here are shown some of the solid blocks on the route of Carrier Henry Seippel, who has been delivering Sunpapers without let-up since 1920.

Sunpaper route franchises are held by 146 men, who devote all their time to this work. Forty-eight of these Sun Carriers have seen 10 years or more of continuous service.

All of which emphasizes what most advertisers already know: Baltimoreans are most readily reached through the columns of The Sunpapers—morning, evening, Sunday.



## THE SUNPAPERS IN FEBRUARY DAILY (M & E) 279,632 A GAIN OF 10,820 OVER FEB., 1934

**THE  
MORNING**



EVENING

**SUN  
SUNDAY**

New York—John B. Woodward, Inc.—San Francisco  
Chicago—Guy S. Osborn, Scolaro & Meeker, Inc.—Detroit  
St. Louis—O. A. Cour

Atlanta—Garner & Grant

Mar. 21, 1935

Mar. 21,



## \$500,000,000. L E A K

**H**ALF a Billion Dollars is an enormous sum of money. Yet, according to Government data, readers of the NEW YORK EVENING JOURNAL spend at least that much every year.

Through the JOURNAL, their patronage can be secured . . . the food and drugs and cosmetics and auto accessories that are bought in over 600,000 solid, substantial New York homes where the JOURNAL is, and always has been, the preferred newspaper.

Without the JOURNAL, the wasted buying power is so great that *no* manufacturer can possibly operate in the New York Market with maximum success.

NEW

NATIONALLY

1935

Mar. 21, 1935

PRINTERS' INK

39



1935  
INDUSTRY  
FOR  
ALL

# NEW YORK JOURNAL

THE NECESSARY NEWSPAPER

NATIONALLY REPRESENTED BY RODNEY E. BOONE ORGANIZATION

# 183,692 INQUIRIES ON FOODS ALONE

One hundred eighty-three thousand, six hundred and ninety-two women were interested enough in what they read in the Detroit Free Press Home Economics pages during 1934 to make inquiries either by mail, by telephone or in person, about foods and their preparation.

21,514 other women attended personal demonstrations by the Free Press Institute of Home Economics.

This looks very much like a world's record for INTEREST (not the 6% kind, but good, old-fashioned HUMAN INTEREST) that aids mightily in making advertising do what all good advertising is supposed to do.

## The Detroit Free Press

1831—ON GUARD FOR MORE THAN A CENTURY—1935

VERREE & CONKLIN, Inc., National Representatives

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sic, like some golden dawn, glows with a strange delight. The song of a thrush . . . a melody in the air . . . a voice singing . . . the morning of life is filled with enchanted sounds."

Copy like that, I maintain, has little to fear from being placed "next to reading matter."

There are examples without number, to be sure—instances of copy written with the realization that its very first job is to get itself read. Copy that isn't read is of about as much use as a can of tomato soup without a can-opener

—good chiefly for throwing. Unfortunately, there is still too much copy in this year of 1935 which smells of looms and lathes and dynamos and blueprints.

Let us leave copy like that to the technical publications, the catalogs, and the follow-up-mail-matter where it is forgivable to shoot the works. And let us point strictly consumer copy to consumers and their needs, their desires, their dreams. The factory's job, after all, is manufacturing. Selling, we must agree, is a separate branch of industry.

## "Every Copy Writer a Poet"

DAVID BARRINGTON BREE

ADVERTISING COUNSEL

HARROGATE, YORKS, ENGLAND

*Editor of PRINTERS' INK:*

Your issue of February 14. Allow me to tilt a lance with Samuel Carter, III, on subject of Rupert Brooke and the copy writer as poet.

Two points: One is that there is copy and copy. Some needs to be hard facts, reason-why and definitely informative. No poets need apply for these assignments. Other copy does not so much need facts as persuasion. There are goods, etc., about which folks don't want to know but want to feel! Classical example: Our *Buoyant* Chair advertising, definitely a poet's writing. No writer but a poet could have written it.

A poet, tell Mr. Carter, does not need to be a rhymester: A poet is merely an artist in words, a person who can feel and project his feelings in the form of words and phrases so that all who read can feel what he felt. He is an interpreter of senses into words.

Every good copy writer is a poet at heart. And we here look up to American copy, not because of its hardfactedness or newness,

but because of its tremendous and vivid poesy and dramatization.

The other point is this: The copy writer should not go to the poets, he should (as I have said) be a poet. No amount of taking thought will make a poet nor a copy writer. The best copy writers (always with the reservation that fine writing can be used only for certain propositions) are poets in commerce, just as artists in advertising are merely artists doing work with a purpose instead of work to hang. This is always a hard saying.

In conclusion, what about Rupert Brooke? Granted his "Great Lover" may not be good advertising, but his "Grantchester" certainly was. If he'd have been employed by cruising lines and travel bureaus, it'd have been hard to have kept folks at home. Scores, yes, hundreds of Americans, you know, make a point in doing England of making a trip to Grantchester, and no one ever wrote a word about it beyond Rupert Brooke. It's the kind of copy that gets results, although I can't see the same style selling "Earthworm" Tractors, shall we say?

DAVID BARRINGTON BREE.



### Represents WPTF

Station WPTF, Raleigh, N. C., has appointed Free & Steininger, Inc., as its national representative.

### Joins Four A's

Benton & Bowles, Inc., New York, has been elected to the American Association of Advertising Agencies.

# Unified Shell Campaign

THE three Shell Companies, Shell Eastern, Shell Petroleum and Shell Oil, are joining hands in a national campaign based on an improved gasoline. Previously these units conducted their advertising separately. Newspapers, magazines, outdoor and radio advertising will be used for an eight-month period.

Newspapers will receive the largest appropriation, with radio a close second. The radio program will be a weekly full hour "name" show featuring Al Jolson as master of ceremonies.

Copy messages will emphasize the fact that Super-Shell is "precisely balanced" to meet conditions revealed by recent traffic surveys conducted by Dr. Miller McClintock. The study shows that 80 per cent of all automobile driving is within a radius of twenty-five miles of the home of the owner and the advertising will stress the adaptability of Super-Shell to frequent starts and stops, with occasional heavy pulls and consistent running period. The campaign is being handled by the J. Walter Thompson Company.

\* \* \*

## Heads Like Apollo's

A SEARCH in Cincinnati for the man whose head most nearly resembles in shape that of Apollo brought more than 4,000 men into the Mabley & Carew store to have their head prints taken. Further, hat sales took a 52 per cent jump over the same time as last year.

So successful was this test cam-

paign, that its sponsor, the Knox Hat Company is now laying plans for trying it in about 100 key cities.

Newspaper advertising was used every day for six days. First prize is an order for two \$10 Knox hats for life to the winner. To his wife, or any woman of his choice will be presented a Knox woman's hat.

\* \* \*

### New York Club Shows Profit

The Advertising Club of New York, for the year ended December 31, 1934, reports a profit of \$8,267 over operating expenses, and a surplus of \$170,960. Profits were shown in the departments handling cigars and cigarettes, and beverages. Losses were shown in the restaurant and for the club publication.

Income from dues amounted to \$137,011.

H. B. LeQuatte has been nominated for president to succeed Grover A. Whalen. Other nominations include Ralph Trier for treasurer; Martin J. Beirn for vice-president, and Ralph Neumuller and Grover Whalen for directors.

\* \* \*

### Made Associate Editor, "Ladies' Home Journal"

Louise Paine Benjamin has been appointed associate editor of the *Ladies' Home Journal* in charge of the Beauty Department of that publication.

### Death of Martin Cantine

Martin Cantine, president of the Martin Cantine Company, died at Kingston, N. Y., on March 17. He was in his seventieth year. Active in the paper business, which he founded in 1888, his death followed a brief illness of pneumonia.

Mr. Cantine was a native of Saugerties, N. Y., where he made his home. He was a director of a number of banks and businesses in that territory. From 1908 to 1932 he had served as Republican presidential elector.

He is survived by his widow, a son, Holley R. Cantine, of Saugerties, and a daughter, Frances, of New York.

\* \* \*

### Grace & Bement Add New Accounts

The Hercules Motors Corporation, Canton, Ohio, and Gar Wood Industries, Detroit, have placed their advertising accounts with Grace & Bement, Inc., Detroit agency.

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# What Advertising Really Is

Mr. Barnes Raises a Question and Answers It by Telling the Tragic Story of Joe Zilch

GENERAL ELECTRIC COMPANY  
NELA PARK, CLEVELAND

*Editor of PRINTERS' INK:*

There is one point about the advertising business in general which I have been meaning to talk with you—and which was again brought to my mind as a result of reading your lead article in last week's *PRINTERS' INK*.\*

This matter of defending or justifying advertising (to put it mildly) gets me down. Perhaps I am wrong, but I have always considered advertising as a form of sales expense which manufacturers used because it cost less and was more effective—time and money considered—than the employing of flesh-and-blood salesmen.

When someone or some group criticizes certain advertising, they are criticizing to my mind the manufacturer's sales policy. Those who criticize advertising in general presumably believe it all right for a manufacturer to spend as much money in salesmen as he sees fit. If the sales force uses the same tactics as indicated in the advertising—or tactics even worse, apparently this is all right with the critics of advertising.

And yet, for the life of me, I cannot see any difference in money spent in salesmen or advertising and directed to the same end. Besides, the advertising that people see has to be much more refined than the tactics and words of the salesman which the average consumer does not see.

Isn't it time we reverted to discussions as to what advertising is? It would seem to me that a series of ABC articles by various people qualified to write them, would furnish a wealth of material for advertising people and salespeople

to answer advertising critics, not on the basis of justifying advertising, but of pointing out the place that advertising plays in the sales picture.

The thinking, however, I have in mind is indicated on the attached. I hold no briefs for it except that I have used it on occasion and it helps straighten out people's thinking.

Wouldn't examples of this type—of which there must be legion—put material in the hands of a great mass of semi-educated advertising men so that they could talk in a language which the consumer would understand?

H. FREEMAN BARNES,

*Manager.*

*Sales Promotion Department.*

\* \* \*

Joe Zilch was just an ordinary human being like you or me. He had a little money saved up and he had discovered an idea.

Joe was an insatiable coffee drinker and a veritable experimenter. He wasn't content to make coffee just as he found it, but was always attempting to improve the aroma or flavor by adding ingredients.

One day he hit upon a certain ingredient which, added to coffee, greatly improved its flavor. In fact it gave it almost a new flavor. He started serving it to his friends and they immediately wanted to know what it was and where he got it.

When he modestly explained it was his own concoction, they insisted on his furnishing them quantities so that they in turn could serve it to their friends.

Before very long, it percolated through Joe's head that he had something in which he might be able to make some money. So, instead of giving away samples,

\* "When Advertising Fails," by Cy Norton, *PRINTERS' INK*, February 14, 1935.

he set himself up in business, so to speak, and began to sell his coffee. He coined a name and called it—"ADDED FLAVOR COFFEE"—which was soon shortened to "A.F.C."

Joe had never been in business for himself before, but he soon began to find out that the minute you went into business you ran up against a whole new set of conditions.

He made an arrangement with a local grocer to handle his coffee, but the grocer told him that he wouldn't be interested in handling it as long as the coffee was in ordinary paper bags. He told Joe he'd have to put it up either in a can or pasteboard box, or an improved bag, or some sort of convenient container.

#### **Cost Money, but Added No Value to Coffee**

This was annoying to Joe because he found that a container would cost him money—and that the container added no value to the worth or quality of the coffee. But he did decide to put it in a pasteboard box. Because there wasn't much demand for his coffee he could only order a small quantity of boxes and these cost him 3 cents apiece. His coffee actually cost him 25 cents a pound to make and by the time he added the cost of the box and the cost of printing it—which was 2 cents more per box—he had a total cost of 30 cents.

Joe bemoaned the cost of printing the box, but he found he had to have printing on the box because it was only through instructions that went with the coffee that people could obtain the correct flavor—and he found it cost him practically no more to print a design on the box and the name than it would the instructions themselves.

Joe found that in order to give the grocer what he wanted for handling the coffee he had to price the coffee at 60 cents a pound. The price was way too high. People who drank ordinary coffee weren't interested in 60-cent coffee, but Joe knew that if he could only get people to try the coffee once,

they would come back for more, so he decided on a sampling program and hired salesmen, so to speak, to take the samples around, explain about the coffee and urge people to try it. But this was an expensive process.

Joe did some figuring. If he could treble the sale of his coffee, he could reduce its cost—not only the cost of the coffee itself, but the cost of the boxes and the printing. If he could reduce the cost he could get more people to try his coffee which admittedly was a very good coffee.

And so Joe had some window cards made up. This cost him money. But he found that by prevailing upon some of his grocer friends to put the window cards in and stock the coffee he would make a few extra sales—enough to compensate him for the cost of the window cards.

But even yet the price was too high. And so Joe decided that perhaps he'd try a little advertising in the newspapers. This cost Joe money, but he was so confident his coffee was worth while that he knew if he could only get enough people to try it they would prefer his coffee to other makes. The advertising cost him money, and it did not add one whit to the quality of the coffee.

But, Joe took the bull by the horns and reduced the price of his coffee from 60 to 45 cents. The advertising clicked; people started coming in and asking for his coffee, and before long he was making more money on his 45-cent coffee—because he sold more of it—than he had at 60 cents. He did more advertising, he sold more coffee, and the price went down from 45 cents to 35 cents.

#### **The Extra Costs Still Worried Joe**

But all along, the extra costs of his pasteboard box, his printing, his window cards, his newspaper and radio advertising, worried Joe a great deal. After all, all he was selling was coffee and all of these things added not one whit to the quality or flavor of his coffee—at an added expense. Joe made up his mind that as soon as he had a

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**W**HAT makes for busyness in a community are strong elements in the Washington (D. C.) Market.

Here there are no disturbing industrial problems—but a stabilized market approaching a million people, notably busy, with gainful employment, keeping the current of trade moving swiftly.

Washington's population is at its highest peak since the World War, with retail sales steadily on the increase; bank clearances hitting new high points.

This, backed with the constantly growing influx of tourists and visitors, whose stays are of varying length, but who spend generously, make the Washington (D. C.) Market one which no worthwhile product can afford to overlook.

It is a market, too, easy to reach and **DEFINITELY** and **THOROUGHLY CULTIVATED** with **ONE NEWSPAPER—THE STAR**, Evening and Sunday—recognized as the **HOME PAPER** throughout the city and the 25-mile shopping radius into Maryland and Virginia.

*Minimum cost for  
maximum results*

An Associated Press Newspaper  
Member Metropolitan Sunday Newspapers  
Member Major Market Newspapers

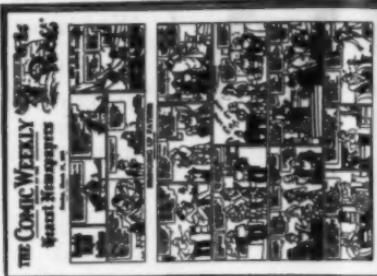


# 1935's Increased Sales Quotas

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*are coming mostly from readers of The Comic Weekly!*

A bold claim . . . but here are the 3 inescapable factors upon which we base that statement



Now 32 pages "Tabloid Size!"



## BIG CITY CONCENTRATION

Who needs to tell you that the greatest buying in 1935—  
in either  
year—was in New York?—and that the  
largest number of possible purchasers on earth—  
comes to New York.

The largest weekly circulation (1,700,000 copies)  
of any comic book in the world—The Comic Weekly—  
is printed in New York.

Go where The Comic Weekly goes. Into  
the big cities and towns. For it is from there  
that the great forces, the secret of all true enter-



X the 17 greatest Sunday newspapers,  
attracts the largest weekly audience on earth.  
It fascinates them with the four great  
emotional forces, the secret of all true enter-

tainment forces. Large, small, young and old.

years—will come from their larger population centers?  
Out of a total of 5,770,000 circulation—5,770 families—the  
greatest distribution on earth—The Comic Weekly—  
6,700,000 in the major markets, the 99% of cities of 10,000 popula-  
tion and over.

The 17 great Eastern Sunday newspapers,  
attracts the largest weekly audience on earth.  
It fascinates them with the four great  
emotional forces, the secret of all true enter-  
tainment—laugh, loves, thrill and tears.  
It is modern pictorial entertainment, pro-  
vided by the highest-paid talent in the world.

The Comic Weekly brings to its eager pub-  
lic each week, the latest doings of the world's  
best-known and best-loved characters, head-  
liners all—*Sheriff Jiggs and Maggie*, *Mickey*  
*Mouse*, *Flash Gordon*, *The Little King*, *Pep-Eye*,  
*the Katzenjammer Kids*, *Tillie the Tiler*, and others.

And to advertisers, The Comic Weekly  
has brought results seldom equalled by any  
medium, even in the most prosperous times!  
\$12,000 is the price of the back cover,  
\$10,000 an inside color page—closing only  
eight weeks in advance.

#### *The Surest Way to Greater Sales!*

It makes no difference what you have to sell.  
If you want to make money, go where the  
money is! Go where the traffic is heavy.

Go where The Comic Weekly goes. Into  
the big cities and towns. For it is from there  
that your 1935 increased sales quota—if you  
make it—will come.

And the most economical way to reach  
these big-city markets, this quality circula-  
tion, is through The Comic Weekly. Because  
The Comic Weekly's color page rate per  
1000 families is *less than half* the average of  
the ten leading national magazines.

Go into the largest markets, and place your  
advertising where it will get most attention.  
"More people read the comics than the front-  
page banner story," says Dr. George H.  
Gallup... "66% of all men, 72% of all women."  
And 99% of the juveniles, whose influence  
on family buying, from toys and foods to  
radios and automobiles, you well know.

Find out more about this unusual medium

today by calling COLUMBUS 5-2642 in New

York, or Superior 6820 in Chicago.

#### COVERAGE

Buy The Comic Weekly—done more than anyone else  
and everywhere. In 134 cities, it reaches more than one million  
in each city; in 125 more cities, it reaches 1 out of every 2 families;  
In another 167 cities, 40 to 80% of the families;  
And in 2,514 additional cities, 20 to 30%.  
Furthermore, it reaches 200 additional cities and towns,  
and over of all the families in

Now 32 pages Tabloid Size!



# THE COMIC WEEKLY

**Everybody Reads The Comics**

959 Eighth Avenue, New York City . . . Palmolive Building, Chicago

large volume, he would start cutting out these expenses and that would mean he could further reduce the cost of his coffee.

Finally, the time came when Joe decided to make the step. His factory was working full time. His coffee was in demand, and all in all, Mr. Joe Zilch was considered a successful business man. He had reduced the price of his coffee from 60 cents to 35 cents. True, it was a little higher priced than other coffee, but Joe knew it was worth it.

A competitor's coffee—with added flavor—had come on the market—and was selling at 33 cents—the difference representing about Joe's cost of selling and advertising.

"So," Joe said to himself, "I'll cut out my advertising expense and reduce my price to 33 cents. People will reward me for this by buying even more of my coffee."

So Joe stopped his advertising. Things went along all right for a few months. His competitor's sales began to go up, his began to go down—because the competitor in the meantime had started advertising his brand of coffee.

As Joe's sales went down, his cost per pound started to go up. Finally, on his next order of boxes, the box manufacturer told him that since he was decreasing his orders, he would have to charge him more for the boxes—per box. The printer told him the same thing—so Joe had to figure on increasing the price of his coffee.

But Joe didn't give in. He knew

that his coffee was better than his competitor's—and if people would stop and compare the two and test the difference, they would decide in favor of his coffee. However, if he increased the price of his coffee too much then perhaps the difference in quality and flavor wasn't worth it. So Joe stuck to the same price in spite of decreasing sales. And before long, Joe went out of business.

We all agree that Joe was an honest man. He knew that advertising, packaging, distribution, traveling and salaries of salesmen added nothing to the quality of his coffee. His sole desire was to produce good coffee at the lowest possible price. He also found out that when he employed advertising, etc., he reduced the price of his coffee from 60 cents to 35 cents a pound. So, obviously the buyer of coffee had greatly benefited.

The only way Joe could justify his using advertising was on the basis of savings to the consumer. Joe wasn't interested in advertising, nor in hiring salesmen—nor in buying containers. They were all sales expense to him, but which he found out to his sorrow were a necessary expense in reducing prices.

He came to the realization too late that telling people about your product—whether you did it through salesmen, newspaper advertising, radio, or window display—was just as necessary in giving good value as the quality of the product itself.



### Death of Arch Gaffney

Arch Gaffney, formerly with the trade-paper division of the Butterick Publishing Company and, later with The Lawrence Fertig Company, New York, which for a while was known as Fertig, Slavitt & Gaffney, Inc., died early this month in California. Mr. Gaffney was also author of "The Movie Ad Men."

\* \* \*

### Adds Bevis W. Turnbull

Bevis W. Turnbull has joined the executive staff of the Montreal office of the McLaren Advertising Company, Ltd. He formerly was publicity manager of the National City Company in Canada and of the Canada Steamship Lines, Montreal.

### Columbia Advances Thornburgh

Donald W. Thornburgh has been named assistant to H. Leslie Atlass, vice-president of the Columbia Broadcasting System, in charge of the Western division. He is promoted to his new post from the Chicago CBS sales department where he has been active for the last four years.

\* \* \*

### Appoint Bachenheimer-Dundes

The Latherite Company, New York, shaving cream, and the Gedex Realty Corporation, handling properties in New York, New Jersey, Ohio and Rhode Island, have appointed Bachenheimer-Dundes, Inc., New York, to direct their advertising. Newspaper and direct-mail advertising will be used.

When U

IN the one-third acreage, association, executive or auction, Va., turned most effective leaf market.

With Retail Merchants Chamber local buyers highly successful growers counties Carolinas was planned.

Four of four companies tobacco to well as of the broadcast.

The re Danville September 23, 31, with December.

Official V. P. Pa show an in average 47,067,294 sold for or an average 100 pounds crop were average price The rece since 1929 once more as the for ket in the

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## Danville and Tobacco

### **When U. S. Restricted Production, This Market Advertised, and Here Is What Happened**

IN the face of an enforced Federal Government reduction of one-third in the 1934 tobacco crop acreage, the Danville Tobacco Association, a group composed of executives of the local warehouses or auction buildings of Danville, Va., turned to advertising as the most effective means of maintaining sales volume on this leading leaf market.

With the co-operation of the Retail Merchants Association, the Chamber of Commerce and other local bodies, an extensive and highly successful campaign to the growers in the dozen or more counties of Virginia and North Carolina known as the "Old Belt," was planned and executed.

Four daily newspapers, twenty-four county weeklies and one tobacco trade paper were used; as well as outdoor signs on the roads of the district and daily radio broadcasts.

The recent selling season of the Danville market opened on September 25 and closed on January 31, with a one-month recess from December 15 to January 14.

Official figures furnished by V. P. Paulett, supervisor of sales, show an increase in poundage and in average price over the preceding season. During that time, 47,067,294 pounds of tobacco were sold for a total of \$13,465,179.70, or an average price of \$28.61 per 100 pounds. Receipts for the 1933 crop were \$8,043,936.74, at an average price of \$17.17 per 100 pounds. The recent season was the best since 1929 and establishes Danville once more in its old-time position as the foremost leaf tobacco market in the world.

The campaign emphasized the fact that 100 or more large-scale buyers were present at the Danville market, representing the big domestic manufacturers, export interests and independent dealers, as

well as scores of smaller market operators. The new system of setting quotas for each day's sales, a method which speeds up transactions and makes it unnecessary for the grower to wait his turn when



receipts are unusually heavy, was explained.

Full pages, double pages and quarter pages were employed. The keynote of the copy, once the season was under way, was the weekly report of the average selling price. In many cases names of prominent local growers were published, together with the number of pounds sold and the price received.

Three radio broadcasts every day throughout the season kept the growers promptly and accurately informed on day-to-day market conditions and prices. In the midst of the season, on November 22, the first Tobacco Ball was held. It is planned to make the affair an annual feature, after the manner of the French wine districts in which one day each year is set



WE'LL LET

P. G. Wodehouse

TELL YOU ABOUT  
THIS NEW KIND OF EDITING

" This story\* is one I had been saving for a thirty-thousand worder so I had plenty of material. I think it is better in this shorter form as the condensation makes for swiftness of action. "

Mr. Wodehouse takes the words out of our mouth. We believe his story is better, and we believe that an editorial plan which puts a premium on brilliance and brevity makes better stories possible.

Born of a new technical development which permits colorgravure

Atlanta, Baltimore, Birmingham, Boston, Buffalo, 'Chicago,' Cincinnati, Cleveland, Dallas, 'Detroit, Ind., Milwaukee, Minn.,

UNITED NEWSWIRE

NEW YORK: 420 Lexington Avenue

CHICAGO: 360 N. Michigan Avenue

DETROIT:

magazine printing at newspaper speed, it is inevitable that THIS WEEK should be editorially different as well.

So THIS WEEK breaks away from old editorial formulas. Unhampered by tradition, it reflects the change which is going on all around us today. It is paced to the speed of the times. Stories are shorter and swifter. Articles never drag. Illustrations are crisp and colorful. Every page reveals the results of a new publishing idea: the combination of a first class magazine with first class newspapers.

Advertising shares in this editorial quickening. In THIS WEEK editorial action makes advertising activity.

## N B FOR ADVERTISING MEN WHO ARE EDITORIAL MINDED

- \***1**—"Laughing Gas," Wodehouse's latest serial, was written specially for THIS WEEK.
- 2**—It is only twenty thousand words long—not thirty.
- 3**—Editorial speed makes advertising speed in over 4,000,000 homes. (THIS WEEK'S print order is about 5,000,000—an immediate bonus for advertisers.)
- 4**—All THIS WEEK'S circulation is in America's richest sales territory, the "A" Market.
- 5**—It is strong where other magazines are weak: in the sales centers.

# THIS WEEK

*A Powerful Sales Force in America's "A" Market*

Milwaukee, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, St. Louis, Washington

**WAPERS MAGAZINE CORPORATION**

SAN FRANCISCO: 311 Sutter Street

LOS ANGELES: Lincoln Building

aside for recognition and celebration.

The campaign greatly extended the geographical area of the Danville market. Officials of the Tobacco Association state that the results of the organized advertising effort surpassed their expectations. Local merchants, as well as tobacco interests, profited extensively

by the increased sums paid out daily to hundreds of growers. Permanent benefits are expected from the increased prestige earned during the recent season and the many distant growers who were attracted to the Danville market for the first time.

A similar campaign is contemplated for next season.



### City Ice Forms Subsidiary

The City Ice and Fuel Company, Cleveland, has formed the Ice Cooling Appliance Corporation as a subsidiary company, with manufacturing facilities at Morrison, Ill. T. J. Beck, director of sales promotion for the company, has been named general manager of the new subsidiary. For the last three months, Ice Cooling Appliance Corporation has been engaged in the production of ice refrigerators for the household and commercial field. The equipment will be handled by the City company under the trade name of "City Ice" and will be made available to other ice companies and sales organizations under the trade name of "Vitalaire."

\* \* \*

### Ireys Succeeds Carlquist at Armstrong Cork

M. S. Ireys, formerly advertising manager of the Reynolds Metals Company, New York, has joined the Armstrong Cork Company, Lancaster, Pa. He will be in charge of the company's advertising on closures and shoe products, succeeding E. V. Carlquist, who is now advertising manager of the Thermoid Rubber Company, Trenton, N. J.

\* \* \*

### Adds Two New Accounts

The Kelso Norman Organization, San Francisco agency, has been appointed to direct the advertising accounts of the Beaulieu Vineyards and Individual Assured Estates, Inc. Newspaper campaigns are being conducted for both accounts.

\* \* \*

### Bausch & Lomb in Canada

The Bausch & Lomb Optical Company, Ltd., of Canada, has been formed, with headquarters at 388 Yonge Street, Toronto. Carl S. Hallauer, a director of the parent company at Rochester, N. Y., becomes president of the Canadian company.

\* \* \*

### Join Friend-Wiener

Miss Ann Dodge and Benjamin Weber have become associated with the Friend-Wiener Advertising Company, Inc., New York, as account executives.

### Death of W. H. Field

William H. Field, fifty-eight, owner of the Rutland, Vt., *Herald*, shot himself at his home in Mendon, Vt., last Friday. Members of his family said his suicide was due to impending loss of eyesight. Mr. Field, a native of Rutland, was formerly second vice-president and business manager of the Chicago *Tribune* and in 1919 founded the New York *Daily News*. He was active in the building up of the *News* but retired from active connection with the paper several years ago. In 1927 he acquired the Rutland *Herald*. For several years he had suffered from eye trouble and poor health.

\* \* \*

### Poconos Resorts Plan Co-operative Campaign

The Pocono Mountains Vacation Bureau has been formed by leading resort hotels of the region and plans are being formulated for an advertising campaign using newspapers, magazines, radio and direct mail. The John Falkner Arndt Company, Philadelphia, has been appointed to handle the campaign. The managing director of the new group is Edward C. Jenkins who continues to occupy his position of director of publicity of the Buck Hill Falls Inn.

\* \* \*

### O'Neil, General Manager, Dodge

William J. O'Neil has been appointed general manager of the Dodge Brothers Corporation, Detroit. K. T. Keller, who has been president and general manager, continues as president of Dodge and as vice-president and general manager of the Chrysler Corporation.

\* \* \*

### Hamilton with Fletcher & Ellis

Sidney J. Hamilton, Jr., has joined the New York office of Fletcher & Ellis, Inc., New York agency, as an account executive. He was formerly with the General Outdoor Advertising Company and more recently with Outdoor Advertising, Inc.

\* \* \*

### Has Detroit Graphite Account

The Detroit Graphite Company, Detroit, has appointed the C. E. Rickard Advertising Agency, of that city to direct its advertising. Direct mail is being used.

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Trade

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# NRA and Group Advertising

## Trade Association Experts Discuss Industry Promotion and Its Relationship to Code Authority Control

THE passage of the National Industrial Recovery Act put quick and effective quietus on immediate trade association consideration of trade development plans. In most cases only campaigns that were already under way or nearing the launching point were able to survive.

Here and there, however, associations sensed in the Recovery Act the possibility to get group action which would go beyond wages, hours and fair trade practices into the field of co-operative sales effort.

They soon found themselves up against a rather adamant snag. The Recovery Administration made it clear that it would not countenance the inclusion in codes of any provision which would divert code authority funds into any co-operative advertising or merchandising plans.

In *PRINTERS' INK* of March 7, a former code official in an article "NRA: A Piece of Paper and a Policeman's Club" expressed his strong belief that, first, NRA has become a policeman and that codes are in danger of being limited to "Thou Shalt Not" provisions and, second, that inasmuch as the National Industrial Recovery Act was conceived as a measure having as one of its principal aims the re-employment of unemployed millions and in the betterment of business, it was not logical or consistent for NRA to put thumbs down on co-operative trade development work.

Such an article, of course, is bound to arouse controversy among association executives. The reactions of a representative group of these executives ranged all the way from attacks upon the writer because he, in turn, was attacking the Government—which, incidentally, he most certainly was not—to enthusiastic endorsement of his recommendations. The chief ob-

jection to this code official's ideas can be summarized briefly as follows:

First, code authority executives as now operating are far too busy with the bare machinery of the codes to take up proper development work.

Second, admitting that development work is essential, still it is exceedingly unwise to use the code authority to raise funds for development work because this would seem to be putting Government sanction behind an effort to club unwilling companies into co-operative programs.

### Means Authority Will Supersede Association

Third, by tacking trade development work on to the work of the code authority, the authority will gradually supersede the association. It is well to remember that there is a strong feeling among many association executives that it is important that the code authority keep in its separate compartment and allow associations to operate independently with the type of work that has normally been considered association activity.\*

Fourth, participation in co-operative advertising should be voluntary. An effective development program will only grow where the contributors willingly give their money for this type of work.

Fifth, in spite of the code authority versus trade association conflict a number of associations are carrying on development programs successfully.

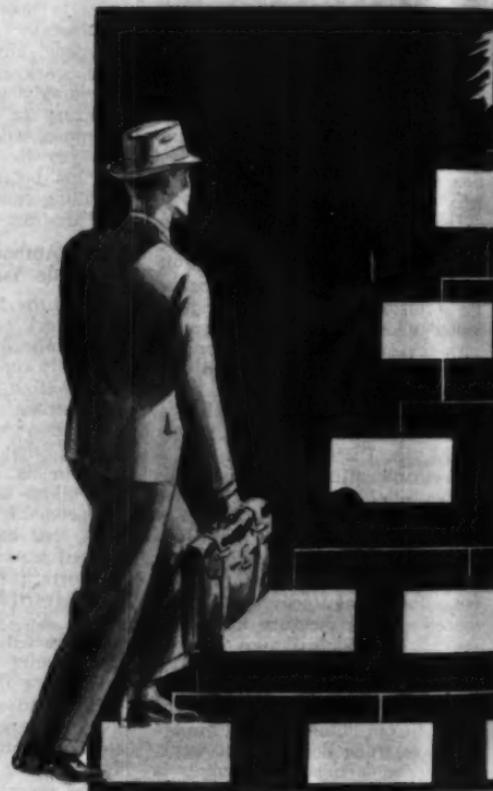
A recent bulletin, "Trade Promotion Activities of Trade Associations," issued by the Trade Association Department of the Chamber of Commerce of the United States, lists some twenty-

\* "Future of Trade Associations," *PRINTERS' INK MONTHLY*, December, 1934, page 32.

Mar. 21, 1935

Mar. 21

# How to go over their heads *without* ~~tepp~~



This series of "reason why" advertisements is being run to help advertising agents and advertising managers get appropriations OKed today.

GRAW-1

330

Scan Machinist  
on  
transportation  
less Week  
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Engineering  
duction Method

# Stepping on their toes

[ANY a lost sale would be saved if only the salesman could go up to the men at the top with his story. But going over a subordinate's head is often a dangerous practice—a *flesh-and-blood* salesman.

It's another of the many reasons for using business-paper advertising today. Advertising takes its case to all the key men yet offends no one by doing so. If its case is a good and well-presented, it wins readership and action. Memos may say, "Let's investigate this." Clipped-and-initialed advertisements. Messages from G.H.Q. that bring orders from the chasing department.

Give your salesmen the help and encouragement of a constant business-paper campaign. You can afford it. By using McGraw-Hill Publications you can reach the key men in industry's 12 Major Markets (or in any combination of them)—with a minimum of waste circulation.

Let's talk it over!



## MCGRAW-HILL PUBLISHING COMPANY, Inc.

330 West 42nd Street, New York, N. Y.

can Machinist  
on  
Transportation  
Week  
Age  
ical & Metallurgical  
Engineering  
Production Methods

Electrical Merchandising  
Electrical West  
Electrical World  
Electronics  
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Mining Journal  
Engineering News-Record  
Food Industries

Factory Management and  
Maintenance  
Metal and Mineral Markets  
Power  
Product Engineering  
Radio Retailing  
Textile World  
Transit Journal

two trade promotional plans as "evidence of a renewed and growing recognition of the importance of trade promotion as a means of increasing employment and increasing sales." Copies of this report may be obtained from the Trade Association Department of the Chamber of Commerce in Washington, D. C.

\* \* \*

Because the association executives and special counselors commenting on this article expressed themselves so cogently, quotations from their letters will give an interesting picture of current association thinking.

I. L. Blunt, secretary, The National Federation of Textiles, Inc.:

"Most code authorities find plenty on their hands in the administration of the code provisions. Perhaps that is one of the weaknesses of the whole system, but a great deal of education will have to be done before the average member of a code authority reaches the broader point of view of industry education.

"It might also be that, aside from the industry that is mentioned in the article, there are not a great number who have been able to collect successfully excess amounts of money over the actual cost of running their code enforcement work.

"There is no question but that market planning will have to be at the bottom of any effort to control production and improve conditions in any industry. Whether that will be done by the code administrative agency remains a very big question in my mind, as the most successful work of that type is done when all concerned enter into it with enthusiasm. In the case of code funds used for that purpose, it would mean that money appropriated for one purpose would be diverted to another without the specific permission of those who gave the money in the first place."

\* \* \*

W. V. Brumbaugh, secretary, National Lime Association:

"At the present writing anyone's guess is as good as another's re-

garding the future of NRA. It would seem rather foolish to turn over trade promotional work to code authorities, when the life of such bodies may be of only short duration. Trade associations have been in existence for a great many years and will quite likely be functioning long after NRA is forgotten. Therefore, we believe the activities of code authorities should be restricted to code administration and directly related functions. If the Government or any other agency could assist trade associations in making industries conscious of the benefits of promotional work, we would be in favor of such a plan."

\* \* \*

Charles J. Brand, executive secretary and treasurer, The National Fertilizer Association, Inc.:

"The matter of co-operative advertising by an industry is mentioned. This is obviously a trade association function and not a code authority function. If, perchance, some code authority succeeded in persuading NRA to insert in its code provision for business promotion, then, obviously, such industry would have the right under its code to carry on promotional advertising.

"My great objection to the inclusion of any such provision in codes and the conduct of such work by code authorities is that thus you give the Government some degree of right to direct your regular business activities. It is my thought that the Government has no right whatsoever to interfere with the proper functions of trade associations. It has a right to interfere with everything that involves unfair competition and acts subversive of the public interest.

"I assure you, based upon thirty-one years' residence in Washington, and working with Congress both as a Government official for twenty years and now for ten years as a trade association official, that if co-operative advertising were to be included as one of the activities of code authorities, the Congressional disapproval of NRA would be loud and decided."

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S. M. Harmon, secretary, Na-

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### tional Cottonseed Products Association, Inc.:

"While agreeing largely with the points made in this article, one thought occurs to me, that the author seems to have assumed that the code authority in an industry would supersede the trade association. You have doubtless kept up with the discussion on this particular subject and the conclusions that have been reached by many to the effect that there is a need in most industries for a trade association and a code authority, each with its specific functions.

"The point has been made that code authorities not only represent the industry in the administration of the codes, but, being composed of members of the industry and of the public, they are in a more or less judicial position. Those who argue this viewpoint assume that the trade association is the sole representative of the industry, and as such may appear before the code authority to present only industry's side of any question that may arise.

"May not this co-operative advertising and co-operative promotional work be carried on by the trade association as heretofore?"

\* \* \*

Robert C. Hibben, executive secretary, International Association of Ice Cream Manufacturers:

"I agree that much can be accomplished in bringing business back to a normal basis through co-operative trade development activities; however, I do not believe that NRA is set up for this purpose.

"NRA has two jobs to do, namely, increase employment and correct trade abuses and I do not believe it is the desire of NRA or the desire of any industry under NRA to have as part of the code activities trade promotional work. I believe the author of the article is correct that NRA and every branch of the Government should encourage industries to go forward with their trade promotional work as a means of recovery; however, I believe this should be done on a voluntary basis and not on a compulsory code basis. I believe very little can be accomplished through

compelling members of an industry to enter into such programs; nevertheless they have been successfully carried forward in the past under trade associations on a voluntary basis."

\* \* \*

From an executive who did not wish to be quoted:

"Apart from the principle suggested, of designating the spending of the sums for advertising or co-operative trade work which is now being spent on running codes, of course there is a first consideration whether under the present Recovery Act, there is any power or authority to stipulate, independent by agreement of an industry, the collection of any monies by a code authority. It is true that budgets submitted by industries for code administration have been approved by the NRA, but I doubt if legally the NRA has the power to enforce a contribution from any member of an industry.

"Therefore, if I am correct, the devotion of monies by an industry to the propositions suggested, would have to take the form of a policy advocated and urged by the Government authorities for voluntary inclusion in codes. I have nothing but approval of the view that the purposes of the Act as outlined in its preamble could have been carried out with far greater effectiveness, if attention had been given to bringing about code agreements for positive undertakings on the theory of your suggestions.

"My personal view is, that the type of activity suggested is not one for code authorities, which bodies are confined to the administration of a code as Government agents, as it were, but it is one which an industry through its trade association or its institute should consider, whether we have codes or not."

\* \* \*

Nelson B. Gaskill:

"The difficulty of trade promotion work as a co-operative activity, is that almost any consumer goods industry falls into two separate and almost inevitably antagonistic parts. There will be one group of manufacturers who are endeavor-



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RED

## *Electric light officials present scroll to Redbook editor*

When the lights are still blazing at 2 a.m. in the house across the street, one of three things may be going on. Your neighbor may be (1) tossing a party; (2) working on his overdue income tax; (3) reading the book-length novel in the back of Redbook Magazine. And if it's around the fifth of the month, when Redbook comes out, you can throw away the first two answers. Electric companies prepare for peak loads. Department stores notice sales flurries. Things begin to hum in factories. Because this complete fifty-thousand-word novel—a Walpole, a Ben Ames Williams, or a Vicki Baum first edition—makes Redbook as valuable as a book, your advertising is kept on 725,000 living-room tables practically indefinitely. And Redbook is read by both sides of the family. A penny tells your story to four women and their husbands at only \$1,740 in Redbook.

**REDBOOK**—*the magazine plus a book-length novel*

ing to establish branded merchandise with whatever attributes of quality they attach to it. The other group is producing unbranded merchandise intended to serve the same purposes as the branded goods, sometimes simulating the branded goods but moving definitely on a price basis.

"It must be clear that any cooperative advertising promoting the industry commodity presents to this group an almost insoluble problem because the members of each group naturally ask themselves whether they are going to recover from the promotive effort, a value equivalent to their expenditure or what is quite as acute a problem, whether they are going to obtain by this method, a result at all equivalent to the possibilities of using the same amount of money for commissions to salesmen, push money, secret rebates, price cuts, etc.

"An industry in this situation as most of them are, will think in opposite directions. The manufacturers selling branded merchandise will prefer to promote their own brands and good-will by their own advertising and they will be reluctant to (a) discontinue any part of this individual promotion or (b) add an additional advertising appropriation for promotion of the industry commodity generally because the result which would be accomplished will be merely a commodity promotion, a large part of which may be captured by the unbranded merchandise manufacturers on a price basis.

"The disinterested critic may say that this is a short-sighted point of view. Granting that, it is nevertheless the view which obtains in industry. More than once in trade association conventions where the subject of hidden demonstrators, push money and commercial bribery has been heatedly discussed, I have heard the manufacturers of unbranded merchandise stoutly argue that instead of spending money for general advertising, they could procure a definite and measurable result by the push money, commission, rebate method. They pay for something definite and get it. They claim and I do not quite see how

their claim could be denied, that for a recognizably smaller expenditure by this method, they obtain a more definite and positive result than could be obtained by general advertising, which could not be directly connected in any way with their particular product."

\* \* \*

From an executive who did not wish to be quoted:

"The author should study psychology. NRA—except for hour and wage provisions—is fundamentally an educational movement. It is trying to convince the recalcitrant 10 per cent in industry that fair practices, by improving competitive conditions, benefit all. In the education of a child you must tell him what not to do before you tell him what he should do. Hence the 'Dont's' of present NRA procedure, because most of the chiseling members of industry are children from the viewpoint of community outlook, NRA must be a policeman until the law is respected.

"The author's economics are faulty. Industry is faced today with under-consumption due not to lack of consumer interest, but to lack of consumer buying power. By advertising all products, consumer interest would be increased, but buying power would not. Under present consumption conditions, there would be benefit to nobody but the advertising media and agencies. Successful group advertising campaigns in the past have produced only two results, first, over-consumption, which is inevitably followed by a period of under-consumption, or second, abnormal increase of consumption at the expense of similar products. Both conditions are unhealthy.

"I do believe that better quality, better manufacturing methods and better distribution and sales programs are a concern of code authorities. But I feel that group advertising by a code authority would be unproductive and subject to severe criticism."

\* \* \*

Benjamin A. Javits, Javits & Javits :

"The point made by this former code official is cogent. The NIRA

# UNANIMOUS

---

Twenty-three women's specialty shops of Minneapolis have decided one problem decisively—a landslide to The Journal with their advertising—482,565 more lines, a lead last year, and what a lead, 88 per cent.

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**THE MINNEAPOLIS  
JOURNAL**

O'Mara & Ormsbee, Inc., Representatives

Mar. 21, 1935

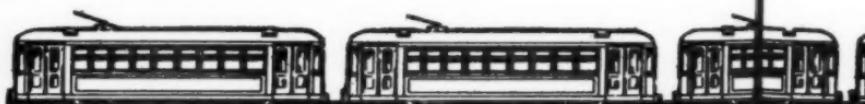
Mar.

Kissproof Lipstick—  
Louis Philippe's Angelus  
Rouge Incarnat—Lipstick

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# AFFILIATED PROJECT

veteran STREET CAR ADVERTISERS  
now use a Nation-wide lead  
from San Francisco to York  
to assure these successes . . .



STREET RAILWAYS ADVERTISING  
220 West 42nd St. NEW YORK  
Collier Service offering a Unit

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Edna Wallace Hopper's  
White Youth Pack and  
Restorative Cream—Neet

OCTS, Inc.

ADVERTISING  
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ADVERTISING COMPANY  
1 NEW YORK CITY  
g at United States Coverage

# the magic BRIDGE SCORE

Bridge is by far the most popular and most frequently played game in America. An essential to every game is the bridge score, seen by four or more people at each table. These facts not only make any bridge score an effective advertising medium of unquestioned value, but add mystery and permanence and it becomes a supreme sales promoter.

The Magic Bridge Score is especially well suited for use as a premium or advertising novelty by manufacturers and dealers. Samples will be submitted upon request.

**MEDALLION 3-3500**

**CHARLES FRANCIS PRESS**  
**461 EIGHTH AVENUE AT 34TH ST.**  
**NEW YORK, N. Y.**

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in its administration is conceived as a 'Thou Shalt Not' piece of legislation instead of one of affirmative character which it was designed to be. It was supposed to permit industry to govern itself and to engage in such things as co-operative marketing, as well as every kind of affirmative activity. Instead we have the Government governing industry by a law as rigid as any law ever passed in the way it has worked out, strait-jacketing and regimenting industry beyond anything that free Americans conceived only a few years back.

"The one hope of our civilization is to permit industry to get together in every form, especially in the way of co-operative educational work and co-operative advertising. This should not be of a shortsighted character but of a kind that would begin to re-educate the American people to the fact that they are living in a new world in which the seller must be protected rather than the buyer.

"The reason for this is that people don't own anything any more—they just have something for sale, and that goes for labor, services and goods.

"If the NRA meant anything, it meant that it was the policy of our Government to assure the seller that he would get a profit, whether labor or industry."

\* \* \*

Philip Frankel, Frankel & Frankel:

"I agree wholeheartedly with the thoughts of this former code official who wrote the story. I am thoroughly in accord with the thought that increased consumption is a better answer to unemployment than restrictive production, or than any other form of 'share the work and spread the work movements.'

"If a sum equal to only half of what code authorities are now spending for code administration were used in the direction of proper publicity for the products of these various coded industries, it would have a tremendous effect in bringing about new markets for these products, and thus bring about

greater employment. I am a firm believer in that idea. Mind you, I do not believe code administration ought to be impeded in any way because considerable good work is being done along that line, but the National Recovery Administration ought to permit an inclusion in the budgets for code authorities, funds for trade development of various kinds.

"So firmly am I of this belief, that the Knitted Outerwear Industry, one of the codes with which I happen to have something to do, is considering the raising of a fund separately through their national association for the purpose of joint advertising."

\* \* \*

A. H. Doolittle, managing director, Code Authority of the Spice Grinding Industry:

"From the inception of NRA, it was immediately noticeable that all coded industries had to abandon those departments for industrial research, promotion, and co-operative advertising, which had been functioning successfully for the progress of their members. This was a step backward and must remain so until code expense is lifted or put back into constructive programs.

"In those industries which are fairly uniform in their interests, it would not be difficult to give their codes the power of promotion to increase employment and activities. Every clause in a code is a law and its enforcement value for good behavior is desirable. The majority of our laws are for the purpose of making people do that which is best for themselves and for others. Every member of an industry benefits from promotion in proportion to his volume.

"NRA would be doing a constructive job by permitting trade promotion in those industries which voluntarily desire it or in those industries where, say, 90 per cent of its represented volume desire it. The result would turn the wheels of industry at higher speed and end that period of uncertain waiting which only retards the fuller use of labor."

# What the Women Like and Dislike about Radio

Women are eager but critical followers of radio. Through fan mail they may express their approval, but their usual gesture of disapproval is a turn of the dial. The Women's National Radio Committee has been formed to help women give a more vocal and cogent expression of what they like and don't like. In the following article the advisory chairman of the committee outlines the reason for the formation of her organization, some of the things that women object to in radio and some of the changes they would like to see accomplished.

By Yolanda Mero-Irion

Advisory Chairman of the Women's National Radio Committee and Chairman of Radio, National Council of Women of the United States

**T**HE Women's National Radio Committee, organized during the summer of 1934 to obtain a higher standard of radio programs by constructive methods, has, we feel, in the comparatively short period of its existence done more to make women radio-conscious than is generally appreciated by the radio industry.

The committee is composed of twenty-one affiliated and six co-operating national organizations. These are:

#### Affiliated

- American Association of University Women
- American Legion Auxiliary
- American Woman's Association
- Catholic Daughters of America
- General Federation of Women's Clubs
- International Sunshine Society
- Medical Women's National Association
- National Association of Women Painters and Sculptors
- National Federation of Music Clubs
- National Federation of Temple Sisterhoods
- National Motion Picture League
- National Woman's Christian Temperance Union
- National Woman's Conference of American Ethical Union
- National Woman's Relief Society

- Osteopathic Women's National Association
- Service Star Legion
- Shut-In Society
- Women's International League for Peace and Freedom
- Women's League of the United Synagogue
- Young Women's Mutual Improvement Association
- Zonta International.

#### Co-operating

- Association of the Junior Leagues of America
- Camp Fire Girls
- Girl Scouts, Inc.
- Jewish Welfare Board
- National Council of Jewish Women
- National Society D. A. R.

The organizations in the latter group are prevented either by policy or by-laws from becoming formally affiliated.

The list is by no means complete, as there is increasing interest manifested in the organization's program.

It is roughly estimated that all these groups combined contain 10,000,000 women. Most of them have State and local units, and the machinery for reaching their membership in a short space of time. In addition, official publications form an excellent and direct

method type of life may and beyond huge bladvertisers

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method of contact. Probably every type of woman in every walk in life may be found in these groups, and beyond question, they form a huge block of the market radio advertisers seek to reach.

The committee aims to serve as the link between the radio industry and organized womanhood. It is not to be considered a reform group, neither does it desire to constitute itself a censoring body. It appreciates the many fine programs that broadcasters and sponsors are presenting, but it also realizes that there is room for improvement.

#### Should Not Aim at Lowest Common Denominator

The executive board understands the many problems that attach to the fact that radio must reach many age levels, interests, and types of people. However, it maintains that it is better to ignore or attempt to raise the lower stratum by presenting a higher standard of program, than it is to reach the lowest common denominator. Comedy can be clean without losing its audience; witness the success of Jack Benny and Fred Allen as proof of this. There will always be an audience for good music, clever comedy, interesting talks, discussions of present-day problems, drama and lighter musical programs. Good dance music has a definite place in radio.

The minor percentage of the listening audience that enjoys inane or risqué comedy, and other inferior entertainment can and should be ignored. Radio should maintain the dignity and good taste which is the policy of every first-rate magazine today. There will always be bootleg material for the person who is interested in racy stories and suggestive pictures. Radio can afford to ignore this element.

In general, the radio industry has been kept surprisingly clean and fine. It is regrettable that the objectionable features may be attributed to the advertisers who have been quick to seize upon the possibilities radio offers for direct contact with consumers—regrettable from the viewpoint of the

advertisers, because there is growing resentment concerning the abuses of radio advertising. The faint rumble heard in the distance will soon become an articulate roar of protest if the advertisers responsible do not see the handwriting upon the wall.

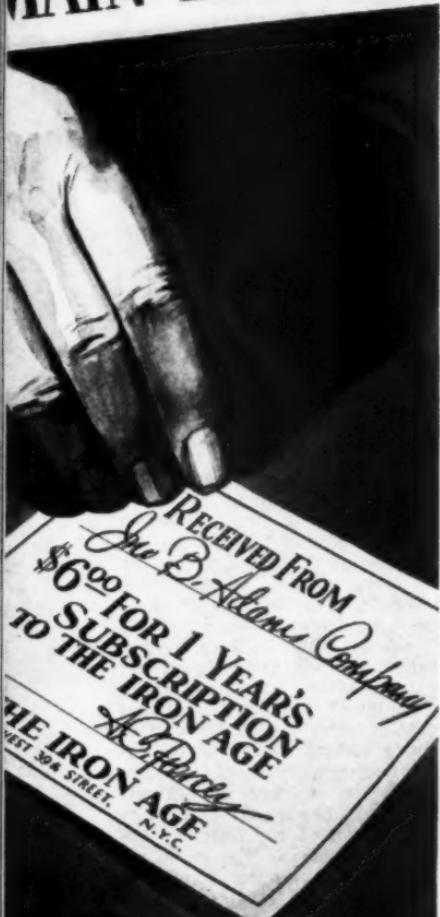
The fact that some women have ceased to listen to radio has come to light in the course of the Women's National Radio Committee's work. At recent meetings several women confessed that they had permitted the dust to accumulate, figuratively, on unopened cabinets for long months, or had in some instances, had the instruments removed. They spoke of the lack of variety in programs; long tiresome announcements that interfere with the enjoyment of radio; the extravagant claims made by advertisers and products that are advertised in questionable taste. The consensus as expressed at women's meetings is that laxatives have no place whatever in radio. There is an actual feeling of resentment against the broadcasters and advertisers who are responsible for the poor taste displayed in discussing so freely topics which are not commonly bandied about in the living-room of the average home.

#### An Entrée into a Buyer's Home

The general attitude toward radio advertising may be expressed in the following terms: Women consider that radio offers an opportunity to the manufacturer to visit every potential buyer's home in person. Having thus obtained entrée, his deportment and methods of salesmanship will determine whether he will create good-will or antagonism. If every writer of continuity on advertising hours would consider the matter in that light, a radical change would ensue. The standard should unquestionably be whether or not the manner of bringing the product to the attention of the buyer is exactly the same as the manufacturer's crack salesman would employ if he were magically given entrée to every consumer's home.

We know that house-to-house

# YOU NEED A TICKET *for the* MAIN TENT



canvassers, by high-pressure salesmanship, will frequently succeed in making a sale. However, if the product cannot stand up on its own merits, there will be no repeat sale. Similarly, persistent hammering away on the air, and various inducements may result in a new "high" in sales but unless the article makes good, there will be no repeat sale, all the ballyhoo in the world notwithstanding. Unless the article is all that the lapel-seizing radio announcer claims, the chances are the wary housewife will snort in disdain or laugh, as she shuts off the "blurb" and says with a toss of her head, "They fooled me once—but never again!"

On the other hand, a quality product needs only a few, well-placed dignified announcements to convince people to try it. If it is really good, Mrs. Consumer will find it out and the sales charts will tell the story. Not only will there be a history of sales at a steady, even keel, but good-will may be maintained by the advertiser.

Radio offers a valuable medium for bringing many worth-while products to the attention of consumers. Some articles have no place on the radio and should never have been permitted to use it as a medium—laxatives, for example, and certain patent medicines which make exaggerated or fraudulent claims.

The listening audience understands that the gift of radio is possible only because there are manufacturers who desire to use this medium for reaching potential buyers, although intelligent listeners realize fully that ultimately the consumer pays for the program. They do not resent commercials, properly handled and placed. Short, well-phrased, sincere announcements make an impression. Only a very clever script writer with a genius for making commercials fit into the program can afford to risk lengthy announcements.

Jell-O is the one program which has successfully managed to do this without producing a feeling of resentment, although even Jell-O

## You need a ticket for the main tent

Among publications in the metal working industry tickets range from zero to \$6.00 per year for The Iron Age.

Advertisers, who want to be sure the seats are full choose The Iron Age first. They know that mighty few \$6.00 tickets are thrown away, lost in the mails, or handed to the office boy.

They also know that from Foremen to Presidents, men who have authority to specify and buy, are usually satisfied with nothing less than the publication that keeps them posted with authoritative news of production, design, processes, management and markets.

### SEND FOR A SAMPLE COPY

It will give you a good idea of its editorial scope and the character of the advertising which it carries.

# THE IRON AGE

A CHILTON PUBLICATION  
239 West 39th St., New York City



could profitably eliminate 50 per cent of its commercials. They are superfluous, as the program itself sells the product by creating goodwill. It is exactly as if a salesman, after ringing up the cash, and handing the customer the receipt, proceeded to sell her the article all over again.

The Women's National Radio Committee maintains an advisory service without charge to enable any broadcasting company, advertiser or agency to obtain the woman's viewpoint. There are women within its membership who are well-qualified by every standard to give advice to program-builders, and who would undoubtedly inject more originality into radio programs than is manifested by

many script writers. Certainly it would not tax mental faculties too severely to be more original than some of the programs which are presented week after week!

What is there about the aura that surrounds radio that makes even experienced advertising men forget simple, common-sense fundamentals of appeal? They themselves would be repelled by salesmen who were too persistent—very loud—and presumed upon their intelligence; yet by just such methods do they attempt to sell their clients' wares. Here and there a Casper Milquetoast may be cowed into buying by such methods but long term good-will and steady sales are not promoted by this type of salesmanship.



#### Buy "Building Modernization"

H. J. Bligh, formerly president of the *Architectural Forum* and *Permanent Builder*, G. K. Gauff, founder of *Building Modernization* and part owner of that paper since its inception, and Clayton W. Cousens, formerly of *House and Garden*, have purchased the interest of Business Journals, Inc., in *Building Modernization*. Mr. Bligh is at present the publisher of *Specialty Salesman's Magazine*, *Toys and Novelties* and *House Furnishings Dealer*.

A new company has been formed for the publication of *Building Modernization* under the title of Building Publications, Inc., with offices at 9 East 40th Street, New York.

Officers of the new company are: Mr. Bligh, chairman of the board; Mr. Gauff, president; and Mr. Cousens, vice-president. Plans are being formulated, it is stated, for a new publication in the building field.

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#### Form Ronalds-Kulay, Inc.

DeWitt C. Ronalds, formerly vice-president and general manager, and Nicholas Kulay, formerly art director of the Ronalds Re-Sale Agency, Inc., have formed their own company under the name of Ronalds-Kulay, Inc., specializing in window displays and point-of-sales-advertising. Offices are at 41 Union Square, West, New York.

• • •

#### J. J. Doheny with Milprint

John J. Doheny has joined the staff of the Milprint Products Corporation, Milwaukee, where he will be in charge of the meat packing and dairy divisions. He recently was in charge of the meat packing division of the Reynolds Metals Company and before that was sales manager of the Dixie Cup Company in New York.

#### Studebaker Re-organized

Re-organization of the Studebaker Corporation has been completed and the company has been freed of receivership through the entrance of new capital into the organization. The following officers have been elected: Paul G. Hoffman, president; Harold S. Vance, chairman of the board; R. A. Vail, vice-president in charge of manufacturing; D. G. Roos, vice-president in charge of engineering; George Keller, vice-president in charge of sales; and C. K. Whitaker, vice-president operating in New York. A. G. Rumpf continues as treasurer.

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#### Heads Commerce Committee

Lloyd Maxwell, executive vice-president of Roche, Williams & Cunningham, Inc., has been appointed chairman of the advertising committee of the Chicago Association of Commerce. Serving with him are: E. R. Goble, president of the Stack-Goble Advertising Agency, vice-chairman; Edwin F. Fitch, H. W. Kastor & Sons Advertising Company; R. L. Goodman, Big Four Advertising Carriers; J. R. Hamilton, J. R. Hamilton Advertising Agency; Robert G. Marshall, Robert G. Marshall Letter Company; and B. L. Robbins, General Outdoor Advertising Company.

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#### Appoints Simmonds & Simmonds

Simmonds & Simmonds, Inc., Chicago, has been appointed to direct the advertising of the Val-A Corporation, Chicago, manufacturer of poultry supplies; Co-Operative Breeding & Hatching Company, Tiro, Ohio, baby chicks; Fairport Hatchery, Fairport, N. Y., baby chicks; Neuhauser Chick Hatcheries, Napoleon, Ohio, baby chicks, and the brooder stove division of Woodmans Manufacturing Co., Freeport, Ill.

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# Food Labels

## What the Government Now Requires of Manufacturers and What It May Demand if Copeland Bill Becomes Law

MAX GEISLER BIRD CO.  
NEW YORK

### *Editor of PRINTERS' INK:*

We are making up new packages for our bird foods and bird tonics and we are wondering if you can tell us whether or not it is required by law to print the "quantity" or "contents" of the bird foods or the bird tonic on the cartons.

H. H. GEISLER,  
*Manager.*

ACCORDING to an official of the Food and Drug Administration of the Department of Agriculture, operation of the business of the Max Geisler Bird Company comes under the Food and Drug Act. The classification of food covers not only provender for man, but also the less lively menus of animals and birds.

There has always been some confusion on the part of food manufacturers as to just what the food and drug laws require on the label. The present act is less exacting than S. 5, the proposed Copeland Bill. While it is still too early to predict confidently regarding the passage of the label sections of the Copeland Bill, it is interesting to note present requirements as compared with possible future requirements. In Section 8 of the present act as passed on June 30, 1906, as amended in 1912, 1913, 1919, 1927 and 1930, is the following provision:

"That the term 'misbranded,' as used herein, shall apply to all drugs, or articles of food, or articles which enter into the composition of food. . . .

"Third. If in a package form, the quantity of the contents be not plainly and conspicuously marked on the outside of the package in terms of weight, measure, or numerical count: *Provided however,* That reasonable variations shall be

permitted, and tolerances and also exemptions as to small packages shall be established by rules and regulations made in accordance with the provisions of section three of this act."

In a bulletin, "Regulations For The Enforcement Of The Federal Food and Drugs Act (Tenth revision)," issued November 30, 1930, Regulation 16 is as follows:

"(a) The name of the manufacturer or producer need not be given upon the label, but if given it must be the true name. The words 'Packed for \_\_\_\_\_,' 'Distributed by \_\_\_\_\_,' or some equivalent phrase, shall be added to the label in case the name which appears upon the label is not that of the actual manufacturer or producer.

"(b) The place of manufacture or production need not be given upon the label except where, in order to avoid misbranding, it is necessary to indicate clearly that the article is of domestic and not foreign origin, and also in the case of mixtures and compounds sold under their own distinctive names (Regulation 19), to bring the articles within the terms of the proviso of section 8, paragraph fourth, of the act.

"(c) The place of manufacture or production, if given, must be correctly stated.

"(d) When a person, firm, or corporation actually manufactures or produces a food or a drug in two or more places, the actual place of manufacture or production of each particular package need not be stated on the label except when the mention of any place, to the exclusion of the others, deceives or misleads."

On June 15, 1931, W. G. Campbell, chief of the Food and Drug Administration, issued a letter to the manufacturers of packaged foods in which he said:

"The Federal food and drugs act

defines food in package form as misbranded if the quantity of contents be not plainly and conspicuously marked on the outside of the package. Exemption from this provision is afforded only for extremely small packages.

"Unquestionably, the purpose of the law is broader than simply to prohibit shortage in weight or measure; its intent is to insure to purchasers of packaged foods accurate information as to the amount in the package.

"The Food and Drug Administration has observed a distinct trend in the food industries generally toward placing declarations of net weight and measure in very small type, or on non-contrasting backgrounds, or in obscure positions on the label. In some industries there is a tendency toward the adoption of forms of declaration with which the public is not familiar. If the public conception of quantity of a given commodity is in terms of gallons, quarts and pints, a declaration on the label of

that commodity in terms of pounds and ounces does not convey adequate information.

"Frequently it can be fairly inferred from an examination of the label that the manufacturer may have some reason for hesitating to tell the public how much of his commodity he is selling. This is particularly true where the amount is somewhat less than conventional units, as for example 14 ounces avoirdupois, or 15 fluid ounces.

"Declarations of quantity of contents must be expressed in terms in which the public conceives of quantity of the particular commodity to which the declaration is applied. The declarations must be conspicuous; that is, they must appear in such position on the package and in type of such size, and on such background, as to insure observation. To guarantee this a declaration in type of adequate size, on a contrasting background, properly separated from other statements and designs, should appear on the display panel of the

Mar. 21

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## To Smash Half the



Mar. 21, 1935

package. If more than one panel is used for display, the declaration should appear on each."

This particular letter is significant because it expresses the attitude of the Food and Drug Administration which will certainly not change with the passage of a new food and drug bill, since it is reasonable to suppose that any new bill will not loosen up any of the regulations of the current act.

In Regulation 26, of the regulations already mentioned above, there is a more detailed discussion of statements of weight, measure or count too long to quote here in full. The sense of this regulation is well covered by the letter from W. G. Campbell, already quoted.

This particular regulation deals in some detail with the units of weight and measure which shall be used. For instance, it says:

"Statement of liquid measure shall be in terms of the United States gallon of 231 cubic inches and its customary subdivisions, i.e., gallons, quarts, pints, or fluid

ounces, and shall express the volume of the liquid at 68 degrees F. (20 degrees C.)."

In the light of these regulations it is interesting to turn to the proposed Copeland Bill, which says in chapter three, section 302, "A food shall be deemed to be misbranded . . ."

"(e) If in package form it fails to bear a label containing: (1) The name and place of business of the manufacturer, packer, seller, or distributor; and (2) an accurate statement of the quantity of the contents in terms of weight, measure, or numerical count; *Provided*, That under subdivision (2) of this paragraph reasonable variations shall be permitted, and exemptions as to small packages shall be established, by REGULATIONS prescribed by the Secretary.

"(g) If it purports to be or is represented as a food for which a definition and standard of identity have been prescribed by REGULATIONS as provided by sections 303, 701, and 703, and (1) it fails to

## all the Coffee Pots . . .

If you're in the coffee business, and don't wish to sell too much to Cincinnati, that's one good remedy—smash half the coffee pots.

Of course the other way might be to omit half your potential influence in the market—the Post.

Look up the facts—see how much the Post represents out of the total available evening circulation. Then quickly you can decide its importance. Or maybe it's easier to let a Scripps-Howard man tell you the story.

## The Cincinnati Post

A Scripps-Howard Newspaper

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NATIONAL ADVERTISING  
DEPARTMENT OF  
SCRIPPS-HOWARD  
NEWSPAPERS  
230 PARK AVE., N. Y. C.



MEMBER OF THE UNITED  
PRESS . . . OF THE AUDIT  
BUREAU OF CIRCULATIONS  
*and of*  
MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS • DETROIT  
PHILADELPHIA • ATLANTA

conform to such definition and standard, or (2) its label fails to bear the name of the food prescribed in the definition and standard, and if so required by such REGULATIONS when such definition and standard permit optional ingredients other than spices, flavors, and coloring, the common names of such optional ingredients as are present in such food.

"(i) If it is not subject to the provisions of paragraph (g) of this section and its label fails to bear (1) the common or usual name of the food, if any there be, and (2) in case it is fabricated from two or more ingredients the common or usual name of each such ingredient in order of predominance by weight; except that spices, flavors, and colorings, other than those sold as such, may be designated as spices, flavors, and colorings without naming each: *Provided*, That to the extent that compliance with the requirements of subdivision (2) of this paragraph is impracticable because of normal variations in ingredients, or their quantities, usual to good manufacturing or packing practice, and exemptions as to packages of assorted food shall be established, and reasonable variations from the stated order of such ingredients shall be permitted by REGULATIONS promulgated by the Secretary: And *provided further*, That, exemption to compliance with the requirements of subdivision (2) of this paragraph is given to such

foods where the common or usual name of each ingredient has been filed with the Secretary in accordance with REGULATIONS promulgated by him."

But the present act and the proposed act contain rigid regulations concerning misleading and fraudulent labeling, the regulations in the proposed Copeland Bill being much stricter and detailed in nature.

The present act also has detailed regulations concerning drug labels, while the Copeland Bill includes not only drug labels, but also those for cosmetics. Readers of PRINTERS' INK who are interested in studying this question in detail will find information of importance in the following documents:

"Regulations for the Enforcement of the Federal Food and Drugs Act (Tenth revision)"—already mentioned. (This pamphlet also contains the complete text of the present act.)

"Regulations for the Enforcement of the Insecticide Act of 1910 (Third revision)"—issued October, 1928.

"Regulations for the Enforcement of the Caustic Poison Act"—issued January, 1929.

"Regulations for the Enforcement of the Tea Act"—issued April, 1928, slightly revised April, 1931.

"Definitions and Standards for Food Products"—issued August, 1933.

All of these are obtainable from the Department of Agriculture.



#### Newsteder with H. C. Godman

L. Newsteder is now advertising manager of the H. C. Godman Company and Miller-Jones, Columbus, Ohio. He formerly was advertising director of M. Samuels & Company, Baltimore.

• • •

#### Appointed by "Collegiate Digest"

Gerhard Becker has been appointed general manager of *Collegiate Digest*, Madison, Wis. Joe G. Sowerwine has resigned.

• • •

#### Caradine Hat to Mears

The Caradine Hat Company, St. Louis, has appointed the Mortimer W. Mears, Inc., agency of that city, to direct its advertising account.

#### Death of R. V. Holland

R. V. Holland, secretary-treasurer of the Texas Farm & Ranch Publishing Company, Dallas, died in that city last week, aged fifty-two. He was the son of Frank P. Holland, who founded *Holland's Magazine* and *Farm & Ranch*.

• • •

#### New Montreal Business

Merton S. Threlfall has opened an advertising agency under the name of Threlfall & Wiggett in the Dominion Square Building, Montreal.

• • •

#### Leaves Canada Dry

Irving Phillips, vice-president in charge of sales and advertising of Canada Dry Ginger Ale, Inc., New York, has resigned.

Widely  
by Paper





Photo by J. C. Sawders

## Videly Quoted by Papers Abroad

In five recent months Latin American newspapers printed 1865 column inches of extracts from the Spanish edition of the American Exporter.

That kind of reader interest means sales influence. Ask any American Exporter advertiser.

# AMERICAN EXPORTER

*World's Largest Export Journal—58th year*  
370 Seventh Avenue.....New York, N. Y.

# Sales Charts Look Up

**Bold Black Line Points in Right Direction, Induced by Advertising and Aggressive Merchandising**

By B. F. Sexton

Sales Manager, The W. T. Wagner's Sons Co.

EVERY week since December 26, 1933, the third page of one of the Cincinnati newspapers has carried a full-page advertisement for some of the Wagner "Genial Mixers." Comparisons are said to be odious; nevertheless, we believe this to be the biggest advertising campaign ever put on for any bottled beverage in Cincinnati. And the biggest advertising campaign in Cincinnati, in 1934, on any product.

Thus, by dominating with consistent, large-space advertising and co-ordinating this advertising with aggressive merchandising, we are able to gaze upon the sales chart on our wall with a feeling of great satisfaction. There are, of course, other potent factors that help account for the upswing of the black line.

The story really began some three months before the popping of the first legal cork in December, 1933. We had been making ginger ales and club sodas and such mixtures for about three generations. Our trucks had been turning into the drives of a great many fine homes, leaving cases of Wagner beverages.

But we knew that repeal would open up a new and bigger market. We knew that more bottles of mixers would be bought and decided to make the big majority of those bottles wear our label.

The first thing we did was to line up our beverages on a table. Then we picked out five—Triple Dry Ginger Ale, Golden Ginger Ale, Club Soda, Sparkling Water and Sparkling Lime Dry and named them our five "Genial Mixers."

Next, our laboratory men went to work with orders to improve

every formula wherever possible. Field men spent weeks testing and re-testing. Finally, people told us that our five mixers were right.

A critical eye was next cast at the bottles themselves. New labels were designed; bottles were attired



The advertisements were sprightly—they didn't take themselves too seriously

in sparkling foil collars. With the Wagner line stepping out in its new dress, we were ready for advertising—advertising that would start the town talking.

The bigness of the campaign was not the only dramatic thing about it. The advertisements were sprightly—they didn't take themselves too seriously. Even up to this day they have their little jokes and twinkle with good humor. They catch the eye and attention



IN THE BOTTLE, IT'S A VALUABLE FLUID. SPILLED—IT'S A  
MESSY, REPELLING BLOB. POOR PRINTING MARS A SELLING MESSAGE  
JUST AS DAMAGINGLY. LET US SHOW YOU THE DIFFERENCE.

**ISAAC GOLDMANN CO.**, 80 LAFAYETTE STREET, N. Y.  
FOUNDED EIGHTEEN HUNDRED AND SEVENTY SIX • TELEPHONE WORTH 2-6080  
ART., COPY, LAYOUT SERVICE • SINGLE AND MULTIPLE COLOR PRESSES • PRESSES THAT  
PRINT BOTH SIDES AT ONE TIME • WEB EQUIPMENT FOR LARGE RUNS AND MAGAZINES

Mar. 21, 1935

with such bouncing captions as "It Tickles Your Nose as Well as Your Palate," for the Sparkling Water. "It Gives Tall Drinks a British Accent" and "Life Begins at 8:40—Still Lively at 9:20" for English Club Soda.

"Delivered F.O.B. (Full of Bubbles) to Your Glass" grabbed readers' attention during the week of the Auto Show. "Make it a Merry Crispness with Wagner Genial Mixers" did the same the week before Christmas. As did "It's the Top," followed by a pointed parody, when this song was just hitting its high point of popularity.

Even the copy of these advertisements is light-hearted. But it does a serious selling job by putting repeated emphasis on the fact that these drinks are chill-charged, a process that makes for more bubbles per bottle. During the summer months, a special campaign emphasized the fact that all Wagner Fruit Quenchers are made from the juice of the real fruit. That type of copy appealed especially to mothers.

Early in the campaign, advertisements were run announcing that these beverages were being served at Cincinnati's smart hotels; at the Latonia Race Track Club House; at the Zoo and at Coney Island Amusement Park and Race Track Club House.

Each of these hotels and resorts rated a full-page advertisement. And Wagner Beverages have been the No. 1 sellers at these places ever since.

In every campaign of this nature, a major problem is to make the dealer a part of it—to get him to tie-in with point-of-sale advertising. We evolved a plan whereby the dealer put in his own window displays. In payment for putting

in the window, and keeping it in for at least one full week, we supplied the dealer, provided he ordered ten cases, with two extra cases. This gave him a sufficient number of bottles and provided certain inducements for him to put in a very effective window. Reprints of advertisements and other material were also furnished, together with a photograph of an ideal window set-up.

Experience has taught us that the product itself is its own best salesman. This led, quite naturally, to a sampling campaign which has proved effective in getting Wagner Beverages into the home and into stores as well. It was especially potent after the codes went into effect banning free merchandise. Here's what we did. Provided a dealer agreed to take ten cases, we agreed to furnish free a seven-ounce sample to forty-eight of his best customers. Upon receipt of the list of these customers, we sent the samples to the store, each in an orange carton bearing the name of the customer for delivery. We then notified each customer by postcard—over the dealer's signature—that a free sample was waiting for him at the store.

When the customer returned the bottle to the store, he received a 2-cent bottle deposit refund—which we paid, in order to conform to the code. At first glance the expense of this sampling plan appears prohibitive, but it is only a little more than half as much as it figures, since only about 60 per cent of the name list reached our office.

Further evidence that we are firm in our determination to keep headed in the right direction—the sales and advertising campaign was extended, late in 1934, to include Dayton, Ohio.



#### Death of H. N. Ross

Harry Noble Ross, for many years active in the advertising business in Portland, Oreg., died at that city recently, aged sixty-one. His business, the Multi-graphed Circular Letter Company, will be carried on by his son, Harry Noble Ross, Jr.

#### With McKenzie Service

Stanley P. Stanley, formerly production manager of James F. Newcomb & Company and the Newcomb Printing Company, of New York, has become affiliated in a sales and executive capacity with McKenzie Service, Inc., New York, imprinting of dealer literature.

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# Inquiries and Salesmen

**How One Company Combines the Two with Good Results in Industrial Field**

**By Edwin J. Heimer**

Vice-President in Charge of Sales, Barrett-Cravens Company

THE quality of any sales inquiry can never be determined by its source, the means used in stimulating it, nor the manner in which it is worded.

Without any fear of contradiction, it can be said that the quality of all inquiries is determined by two things. First, the manner in which it is handled by the office receiving it, and, second, the ability of the salesman following it through.

Who is there who has not seen a star salesman take an apparently poor inquiry and convert it into an order? And on the other hand, haven't we all seen poor salesmen take prize inquiries and fail to close them?

Knowing this to be the case in all too many instances, what can be done about it?

In our company, we do several things—all of which contribute to the high percentage we maintain in turning inquiries into orders.

We handle each inquiry in our office as completely as if we had no salesmen. All the necessary data pertinent to each specific inquiry are included in our acknowledgment. Our reason is twofold: our salesman in that territory, unknown to us, may be ill or too busy in another corner of his territory; our complete letter reply is an indirect means of educating the salesmen.

Another thing that experience has taught us is to send only one inquiry at a time to any one salesman. For example, if today's mail produces three or four inquiries for the Milwaukee salesman, we only send him one per day. The most promising one is sent along today. Tomorrow we send along

the second best, and the third best on the third day.

In doing this, we feel that we help keep the salesman to regard inquiries as something of value, something that is entitled to his best attention and effort. Flood any salesman with inquiries, and he will regard them all lightly.

## Effect on Salesmen of Chasing Poor Inquiries

Another thing essential to warrant the best effort on the part of your men is to strive for quality inquiries in your advertising. Do not be misled by claims of 6 per cent returns on direct-mail advertising and large numbers of inquiries from publications or newspaper advertising. In other words, rather than make it easy for a prospect to ask for your literature, make it hard, and thus, get a lower percentage of returns, but a higher quality. It will help keep your advertising and selling costs down.

Nothing gripes salesmen more than to chase a lot of poor inquiries and cause them to disregard all inquiries in the future. In most cases when any type of advertising produces a high percentage of inquiry returns, the dollar and cents volume of business from these inquiries is low.

So, we say, forget quantity returns in inquiries from your advertising. Strive only for quality ones, which obviously, are always in the minority. Next, handle all inquiries as completely as though you did not have a salesman in the organization; and, finally, do not feed the inquiries too fast to your salesmen—dribble them out and in that way keep up his high sense of value for them.

*"... and the way  
it's been moving*

# I'LL NEVER NEED ANY MORE"

Time for some high pressure selling? No. Time for some high powered thinking. What this salesman needs is *ideas*. What this dealer needs is *help*.

Modern salesmanship only begins with selling the dealer. The real job is to help the dealer sell the consumer. On his shelves are hundreds—even thousands—of items. To get the breaks, your product must make its own breaks—be so shrewdly priced, packaged, styled, displayed, merchandised, that it

sells with little or no dealer dependence.

We have noticed that, faced with a marketing or merchandising problem, manufacturers of packaged goods have thought of the American Can Company as a logical source of help. They realized, perhaps, that to experience successful packages and pointies and other sales displays we have had

A M E R I C A A N



deal with something about markets consumers, and the whole field of retail merchandising faced. They have assumed that with daily contact with many and marketing problems, we ought to have quite a bit of information. They want to experience-background, our points and other data, have been invaluable. Possibly they can be for

you. We suggest that you drop a line to our Sales Promotion Department. We should be glad to talk things over with you and contribute what we can.

*Why does American Can Company concern itself with problems of retail merchandising?*

Our reasons are the same as yours. We cannot sell more packages than you sell for us—you cannot sell more than the consumer buys. The consumer is our common goal.

AMERICAN CAN COMPANY 230 PARK AVENUE  
NEW YORK

*The Curtis Publishing Company*

TAKES PLEASURE IN ANNOUNCING

THE APPOINTMENT

OF

*Louise Paine Benjamin*

AS ASSOCIATE EDITOR

OF THE

LADIES' HOME JOURNAL

IN CHARGE OF

THE BEAUTY DEPARTMENT

LORING A. SCHULER

*Editor*

# I See Where . . .

OPEN season on Federal tax proposals begins, with outlook more certain for further taxes and higher taxes. No hearings set but amendments to bills being offered show trend. . . . Congressional Intelligence poll shows seventy-two senators favorable to repeal of "pink slip" law, eleven opposed, five uncertain, two absent. Repeal probably certain but opponents using privilege of amendment and other parliamentary tactics which always enable a minority to block the majority. . . .

• • •

Tariff Commission issues report on New York imports of chemicals and medicinals not specially provided for in 1930 Tariff Act. . . . Huddleston of Alabama introduces H.R. 6818 to prevent combinations in restraint of trade and price discrimination, similar to Bankhead S. 2211. See pages 3468 and 3529, *Congressional Record*, March 11. . . . Nye of North Dakota introduces S. 2199 providing that persons may co-operate with others by written agreements for reasonable regulation of competition in interstate and foreign trade if such agreement is approved by Federal Trade Commission despite anti-trust laws. . . .

• • •

Cities over 30,000 population in 1933 contained 43 per cent of country's stores and did 59 per cent of total retail business, according to Bureau of Census in report on "Stores and Sales by Size of City." . . . Total retail food sales up 8 per cent in 1934 with independent grocery and combination store sales up 9.5 per cent and chains up 6 per cent; independents did 65 per cent and chains 35 per cent of store volume and retail food prices up 11 per cent over 1933, says *Progressive Grocer* in its 1934 survey. . . .

• • •

Supreme Court declares unconstitutional Kentucky's gross sales tax in decision likely to influence future tax legislation. . . . NIRB extends for sixty days stay of wholesale grocery trade code loss limitation provisions. . . . United States gasoline consumption in 1934, 16,617,050,000 gallons, an increase of 7.63 per cent over 1933, says American Petroleum Institute. . . . Hobbs of Alabama introduces H.R. 6452 making it unlawful to use mails to solicit or effect insurance or collect and transmit insurance premiums in any State without complying with insurance laws thereof. . . .

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Automotive Chemicals Specialties Industry proposes code amendment prohibiting use of prizes, premiums or gifts in connection with sale of products. . . . Department of Interior issues first of series of reports on production of natural gasoline. . . . American-operated air lines employ 6,455 persons, had 518 airplanes in operation on January 1, consumed over twenty-five million gallons of gasoline and 838,756 gallons of oil in 1934, according to Bureau of Air Commerce. . . . Sub-committee of business and professional women being formed by American Liberty League. . . .

• • •

Legalized liquor assured in Arkansas according to *UP* dispatch. . . . Code authorities granted exemption from Federal income taxes under

ruling of Commissioner of Internal Revenue. . . . Department of Agriculture appropriation bill reported to House carrying \$700,000,000 for use of Department and AAA during fiscal year beginning July 1. . . . State Supreme Court rules Vermont's gross sales tax on chain stores unconstitutional. . . .

Copeland of New York introduces S. 2017 making mandatory automatic equipment on trucks and buses to limit speed to forty miles per hour.

. . . Bureau of Census issues summary for geographic divisions and States of 1933 Census of Manufacturers. . . . According to Merrill, Lynch & Co., New York investment bankers, twenty-five chain-store companies including two mail-order, report increase in sales of 8.69 per cent for February, 1935, over February, 1934. . . . Sub-committee of Senate Interstate and Foreign Commerce Committee issues thirty-one-page report on marketing facilities in connection with petroleum investigation. . . .

Sanders of Texas introduces H.R. 6428 to regulate manufacture and sale of stamped envelopes. . . . Hearing on March 22 and March 27 by Federal Alcohol Control Administration on proposed code amendments to eliminate payment to trade buyers for special advertising and distribution service. . . . Able discussion of wages and hours under codes by Leo Wolman issued by National Bureau of Economic Research. . . . Quinn of Pennsylvania introduces H.R. 6685 making mandatory examination and registration of manicurists, beauticians, etc., in District of Columbia. . . . Numerous bills introduced to restore 2-cent postage. . . .

Division of Subsistence Homesteads announces establishment of community at Denver. . . . Wheeler of Montana introduces S. 2243 relating to allocation of radio facilities. . . . S. 944 to amend Federal Trade Commission Act comes up on Senate Calendar and is passed over. . . . Neely of West Virginia introduces S. 2255 providing for the labeling, marking and tagging of all boots and shoes. . . . Idaho legislature gets bill making mandatory food grading. . . .

Arizona State sales and luxury taxes extended until May 1 while bill before Arizona House would raise sales tax from  $1\frac{1}{2}$  to 2 per cent. . . . House passes HOLC bill adding \$1,750,000,000 for home loans. . . . Nebraska legislature receives bill prohibiting price discrimination between one community and another or between different purchases. . . . Michigan legislature gets bill providing for creation of commission to adjudicate all unfair trade practices and with power to establish standard wages and cubic contents of packages and to license wholesalers, jobbers and retailers. . . .

Standard Statistics Company predicts total volumes in major industrial lines will be well sustained during March and greater part of April but beginning of second quarter probably will witness declining activity. . . . Colonel Leonard P. Ayres declares United States sixth among ten industrial nations in degree of industrial production recovery attained from 1932 to 1935. . . . Value of department store sales in February moderately higher than in January whereas usually little change with sea-

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I. A. K.

# STATE LEADS U.S. JOB GAINS

*Employment Rise in Jan.  
Natio*



# PAYROLLS UP, MORE JOBS IN STATE PLANTS

*Labor's Outlook  
proved With*

## Cover This Big Booth Newspaper Market in **MICHIGAN**

Advertise where there is business and money to spend—in Michigan, the most prosperous state in the United States.

The Booth Newspapers with over a quarter million circulation daily reach the best homes in Michigan outside of Detroit.

They offer a most economical way of reaching this active purchasing power because they reach practically every home in their respective markets.

### Grand Rapids Press

Saginaw Daily News

Kalamazoo Gazette

### Flint Daily Journal

Jackson Citizen Patriot

Bay City Daily Times

Muskegon Chronicle

Ann Arbor Daily News

I. A. KLEIN, Inc., *Eastern Representative*  
50 East 42nd St., New York

J. E. LUTZ, *Western Representative*  
180 North Michigan Ave., Chicago

**BOOTH NEWSPAPERS, INC.**

sonally adjusted index rising from 72 to 75 and sales 5 per cent higher than year ago, says Alexander Hamilton Institute. . . .

\* \* \*

Illinois State Bill 143 designed to prevent untrue, deceptive or fraudulent advertising. . . . Ohio State Bill 173 on sales tax provides for taxing display advertising. . . . Nevada Assembly Bill 199 on trademarks requires State registration within six months after act becomes law or trade-mark, symbol, name, emblem, designation "or any other form of advertising" shall be deemed public property within the State. . . . New York Merchants Association protests Devany trade-mark bill. . . .

\* \* \*

Supreme Court postpones Spielman Motor case for three weeks at least, making Belcher Lumber case, set for argument week beginning April 1, probable first NIRA action likely. . . . Federal District Court Judge Letts at Providence holds Agricultural Adjustment Act unconstitutional as applied to intrastate business. . . . Donald R. Richberg, head of NEC, appearing before Senate Finance Committee, advocates dropping service codes including advertising display and installation, advertising distributing, car advertising and outdoor advertising codes. . . .

\* \* \*

*Business Week* index 63.2 against 62.3 preceding week, 64.4 a year ago, and 69.2 average 1930-34. . . . *Review of Reviews* index of general business 62.9 on March 19 against 62.0 on March 2 and 62.2 March 10, 1934. . . . Daily average sales of grocery chain stores for February, 1935, up  $3\frac{1}{2}$  per cent in dollar volume over February, 1934, and up 13 per cent over February, 1933, with total sales for first two months of 1935 up  $4\frac{1}{2}$  per cent over corresponding period of 1934, according to Bureau of Foreign and Domestic Commerce. . . .

\* \* \*

Rural retail sales for February, 1935, up  $12\frac{1}{2}$  per cent in dollar volume over February, 1934, and 61 per cent over February, 1933, with sales for first two months of 1935 up 11 per cent over same period of 1934. . . . Daily average sales of variety stores for February up 4 per cent in dollar volume over February, 1934, and up 16 per cent over same month, 1933, with total sales for first two months of 1935 practically same as same period of 1934 and up  $12\frac{1}{2}$  per cent over 1933, says Department of Commerce. . . .

\* \* \*

Bureau of Labor Statistics announces general level of wholesale commodity prices during week ending March 9 unchanged for second consecutive week being 79.6 of 1926 average, highest level reached since December, 1930, while retail prices of food advanced three-tenths of 1 per cent during two weeks ending February 26 with current index 122.3, being 13.2 per cent higher than year ago and 34.5 per cent higher than low point of February 15, 1933.

G. M. S.

\* \* \*

#### Seagram Joins A. N. A.

The Seagram Distillers Corporation, New York, has been elected to membership in the Association of National Advertisers. David M. Davies will represent the company in the A.N.A.

#### Appoint Husband & Thomas

The Japan Paper Company, New York, and the Cascade Laundry Company, Brooklyn, N. Y., have appointed the Husband & Thomas Company, Inc., New York, to direct their advertising.

# Art for Profit's Sake

A Study of Sales Letters, and How to Write the Copy to Make Them Sell Goods

By Lawrence C. Lockley

Professor of Marketing, Temple University

"IT isn't how you say it, but what you say, that makes direct mail pull."

We've heard this statement so many times that we may, eventually, begin to believe it—and that state of conviction will be pretty bad for the future of direct-mail selling. Obviously the sales letter must have a vital and motivating message. The letter must be put before the prospective purchaser (one who has a real and legitimate need for the product offered) at a time when he may be induced to buy, and the offer must be devised so as to appeal to him.

Admittedly, the first, if not the most important, aspect of mail selling is the analysis and engineering that precedes the actual writing of copy. Without accurate and intelligent pre-planning, the letter falls flat, no matter how movingly it may be written. Even the best organ pipe will not vocalize a vacuum.

But, given the proper background for the letter—then copy comes to the fore.

Now the purpose of heeding copy is not to satisfy intolerant school-marms who blush at the sight of a split infinitive. Every revision a sales letter receives should make it sell a few more units. I have no quarrel with those who advocate art for art's sake—but I have a definite incentive in the proposition of art for profit's sake. The sales letter that delivers its message succinctly and vividly is the sales letter that sells merchandise.

To deliver the message in this manner, the idea in the letter must be expressed effectively. And there is just one way of expressing an idea most effectively. True, other

ways can be found—but they either mangle the message just a little or change it entirely and the message is then not expressed as effectively as it might be.

Did you ever try to revise Lincoln's Gettysburg Address, or the Twenty-third Psalm? Try it and you'll see what I mean. "Eighty-seven years ago, our ancestors established a new form of government based on the principal of equal rights. . ." This revision contains the same idea as Lincoln's message, but it lacks the sales punch of that document.

Will a similar change play havoc with the sales power of a direct-mail piece? Let us consider a current example, for instance, this letter from *Principles of Effective Letter Writing*:

MY DEAR MRS. HAWKINS:

June is no longer a baby—she probably tells you that she's "Mommie's big girl now."

And it won't be long now till she is a young lady, lovable, sweet, and just as important to you. But "Mommie's big girl" will be gone. All that you will have of her may be a worn little shoe, a broken toy, or a little dress, tiny and dear. And when you touch them, they will carry you back to now, to the little girl who had to grow up.

Then you will know—anew—how precious she was. If you have a portrait of her, you will look at it—many times through a film of tears, as you go hand in hand through the corridors of memory with "Mommie's big girl." So soon they will be days to be relived only in memory.

So you haven't much time to delay before you get that portrait taken. And you will probably want

to make an appointment at McDougal's Studio, where we have specialized in children's portraiture for fifteen years. In a cozy little room with delightful toys that take her mind away from the camera, she will soon be feeling so completely at home that the camera will catch her in some natural, characteristic pose that will keep her for you just as she is now through the many years to come.

During this month, we are making a special offer of our de luxe portrait studies of children for \$18 a dozen. And for your own copy, will hand-tint the picture so that you may keep her exactly as she is now.

Ordinarily, we should not suggest that you hurry. But this offer is experimental and may be withdrawn at the end of the month. So could you, please, let us have your acceptance on the inclosed card?

Sincerely yours,

The sales message here is very simple. It might have been written:

DEAR MADAM:

Your daughter will soon be grown up, and you will want a portrait of her to remember her babyhood more vividly.

McDougal's Studio has specialized in children's portraiture for fifteen years, and has specialized equipment and a trained staff that will insure your securing a good, characteristic picture.

During this month, we are making a special offer of a hand-tinted portrait and a dozen cabinet photographs for \$18. Please make a reservation for a sitting on the inclosed card so that you will not be disappointed.

Very truly yours,

Which of the two will sell? There is no question. The second is merely a notification that may arouse to action those mothers who are already determined to have pictures taken of their daughters. But the first letter will sell photographs to mothers who had never considered their desirability. It has that sympathetic, human touch that moves people to action.

The difference between these two letters is not a difference in mer-

chandising strategy, or in form of mailing piece—it is a difference in copy!

The difference between these two letters is obvious. But what causes so great a difference between two ways of saying the same message? It is the appreciation of this point of difference that makes a copy writer. It is a knowledge of human beings and the ability to select concrete details that are associated with emotional experiences. Now that sounds as technical as a formula for statistical computation. But it is really very simple.

It is only the most bleakly intellectual householder who will be likely to respond to the statement that a Blank Automatic Stoker will minimize the labor of firing a furnace. The typical consumer must be reminded of the annoyance of getting up in a chilly house, and shuffling down the basement stairs in his bedroom slippers; of wiping the dust of ashes from his spectacles, of trundling out baskets of ashes and clinkers through the sleet and slush a couple of times a week. When he is so vividly reminded of his discomforts, he will remember them, and will seek some form of relief.

If we turn back to the original letter selling a photograph of June, we see that it is just that sort of detail, vivid and concrete, that the writer uses to re-create an emotional attitude in his prospective customer's mind.

How can we write letters like that? It's the same requirement that the poet or the writer of good fiction must meet. Of course, a certain facility in expression is necessary—a facility that comes only through much practice in writing. And that facility is necessary only so that the writer may write his ideas without becoming tangled up in his sentences.

Fundamentally, however, it is a knowledge of human beings and human nature that teaches copy writers how to write. Constant observation, the seizing of every opportunity to probe into the minds and attitudes of people in general, is essential.

And not only must the copy



## **The Mother Market Scores Again!**

THE seal above appeared on the April issue of THE PARENTS' MAGAZINE last year—the statements on the seal are good again this year.

The 1935 April issue, just closed, shows a substantial gain over last April, and is the biggest in our history.

THE PARENTS' MAGAZINE cumulative gain in advertising revenue for the first four months of this year is 31%. The Mother Market scores again.

# **The PARENTS' MAGAZINE**

9 EAST 40th ST., NEW YORK 230 N. MICHIGAN AVE., CHICAGO

writer have a knowledge of human beings and human nature, but he must analyze and attempt to determine why people act the way they do. Some day, take the trouble of spending a little time with a really good writer of sales letters. Everywhere he goes, he will talk with people. Janitors, elevator operators, policemen, stenographers—all manner of persons with whom he comes into contact. He will, whenever he can, get them to talking, and will listen. Then, in the privacy of his office he analyzes what he has heard.

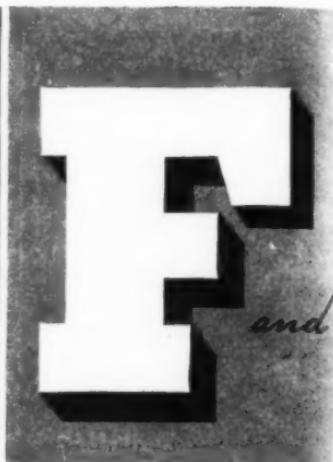
He cannot base his sales letters on a made-to-order consumer survey alone. He must base them on a lifetime of constant study of consumers. And then, when he is retained to write a sales letter for, say, a correspondence course, he knows—without any formal survey—of the anxiety of the working boy's mother that he "make good," and of the horror of the wage worker of layoffs that will cut off his income when his wife may be ill. And he can write a letter that speaks to the market for this course in the language of the people to whom it should appeal—using just the facts, the dreads, the fears, and the hopes that they themselves have.

When this is done people will buy. When we want people to take action, we must provide a stimulus. Words are only combinations of letters, and in themselves possibly beautiful, but entirely impotent. It is sensations and emotions that cause people to do things. The good selling copy, therefore, is that copy which presents the definite and specific details incident to those sensations and emotions, and presents them vividly enough to suggest the actual emotions and sensations. Copy written this way will sell goods.

+ + +

#### Lewis Made Western Manager

Dan R. Lewis has been appointed Western manager for the Breskin & Charlton Publishing Corporation, New York. He will represent *Modern Packaging*, *Modern Plastics* and the *Packaging Catalog* in the Chicago territory, with headquarters at 221 North La Salle Street, that city.



## F U L L E R

### New Clients

#### Virginia Hot Springs Co.

(*The Homestead*)  
Hot Springs, Virginia

The Strong-Carlisle  
& Hammond Co.  
(Manufacturers of SIB)  
Cleveland, Ohio

## N E W Y O R K

49 West 45th Street

## C L E V E L A N D

1501 Euclid Avenue

*Advertising*

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## R & SMITH & ROSS

### CLIENTS

Aluminum Company of America	Central United National Bank <i>of Cleveland</i>	Nation's Business
The Aluminum Cooking Utensil Co.	Cleveland Fruit Juice Co.	New York University
Aluminum Seal Co.	Commonwealth Shoe & Leather Co.	Printers' Ink
American Can Company	P. & F. Corbin	The Standard Register Co.
Art Metal Construction Co.	Detroit Steel Products Co.	The Strong-Carlisle & Hammond Co.
Associated Tire Lines — <i>The B. F. Goodrich Rubber Co.</i>	Emery Industries, Inc.	The Templin-Bradley Co.
The Austin Company	The Fox Furnace Co.	University School
The Bassick Company	Hotels Statler Co., Inc.	Virginia Hot Springs Co.
The Bryant Electric Co.	Kensington Incorporated of New Kensington	Westinghouse Electric & Manufacturing Co.
Cary Maple Sugar Co.	The Leisy Brewing Co.	Westinghouse Lamp Co.
Chase Brass & Copper Co.	Motorstokor Corporation	West Penn Power Co.
	National Canners' Association	The Wood Shovel and Tool Co.
		The Wooster Brush Co.

# P. I. Advertising Index

Farm Papers and Radio for February Show Increases Over Corresponding Month in 1934

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

THE Farm Paper Index for February, 1935, stood at 51.8, as compared with the monthly average for the base period 1928 to 1932, which equals 100. This is an increase of 13.8 per cent over January, 1935. There is normally an increase in February as compared with January, so that the increase as shown by the index indicates a larger gain than would be normally expected.

As compared with February, 1934, when the index stood at 48.8, there has been a pick-up of 6.1 per cent.

The chart is on page 93.  
The Radio Index failed to main-

tain the spectacular rise that it has been recording since the summer of 1934, and showed a slight drop from 189.5 in January, 1935 to 186.3 in February—a decrease of 1.7 per cent. Correction has been made for length of month, as well as for seasonal changes.

As compared with February, 1934, however, the Radio Index is up 22.6 per cent. Except for slight recessions in the spring and summer of 1934, it will be seen from the chart that radio has had a phenomenal rise since the low points of April and May, 1933, when the index was under 100.

The chart is on page 94.



## Join Van Hecker-Mac Leod

Van Hecker-Mac Leod, Inc., Chicago agency, has made the following additions to its staff: William R. Rosengren and William F. Barkow, who become account executives, and Frank S. Easter, who joins the copy and production department. Mr. Rosengren was formerly an executive with *Photoplay* and *Shadowplay*, with which Mr. Easter also was associated. Mr. Barkow formerly was with Brinckerhoff, Inc., and the Ankrum Advertising Agency.



## To Publish "Camping World"

The Camping World Publishing Company, with offices at 11 East 44th Street, New York, will publish, beginning early in April, a new magazine called *Camping World* for directors, owners and executives of adult camps. L. Noel Booth is editor and publisher and Lee Robinson is business manager.



## Represents Newspaper Group

Ray Weaver has joined with Warren Tarbell and Les Parker in Detroit to represent Associated Newspaper Color, Inc., a group of papers on the Pacific Coast. Mr. Weaver was formerly Detroit representative of the Capper Publications.

## Death of J. S. Coffin

Joel Stephen Coffin, chairman of the board of the Lima Locomotive Works, Inc., and a director in the G. M. Bradford Company, New York advertising agency, died at Miami Beach last week. He was seventy-four years of age. Mr. Coffin had been identified with railway and railway supply work his entire business life. He is survived by two sons, C. W. F. Coffin, vice-president of the Franklin Railway Supply Company, Inc., and J. S. Coffin, Jr., president of the J. S. Coffin, Jr., Company.



## Chrysler Appoints R. B. Powers

Robert B. Powers has been appointed advertising and sales promotion manager of the Chrysler Corporation's export division, Detroit. He was at one time advertising manager of the *China Weekly Review*, Shanghai, and was foreign adviser to Marshal Chang Chung Chang, ruler of Shantung Province. Since his return to the United States several years ago Mr. Powers has been with Brooke, Smith & French, Inc., Detroit.



## Tomlinson Made Scott Director

William W. Tomlinson, for a number of years advertising manager of the Scott Paper Company, has been elected a member of the board of directors. Charles R. Bandecarr also has been made a director.

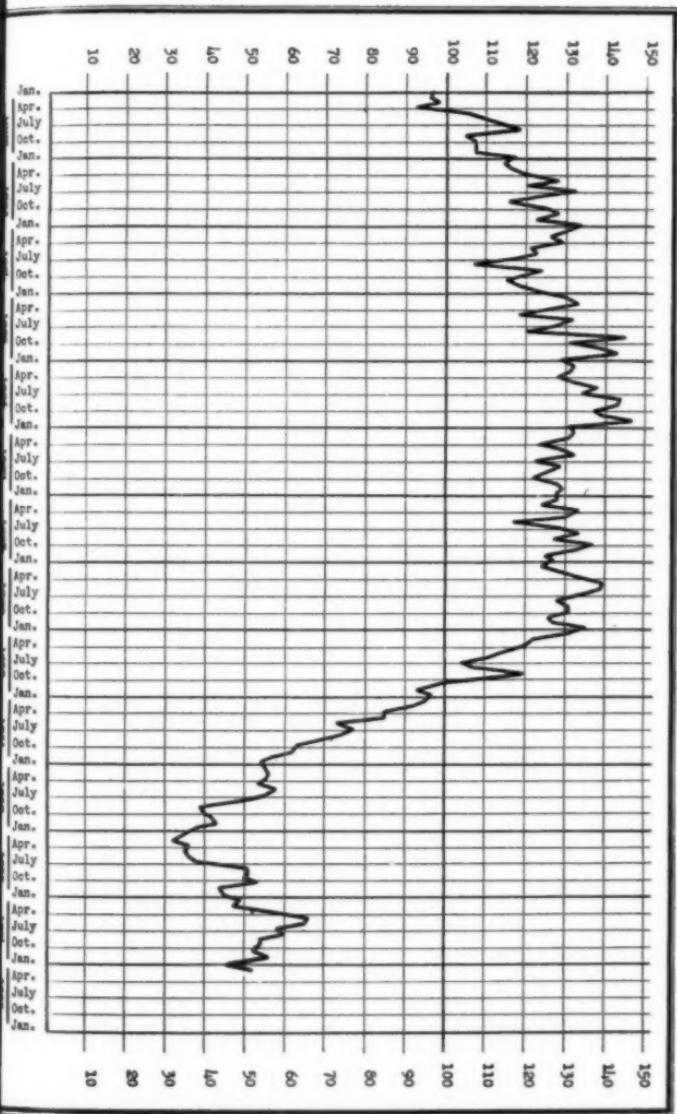
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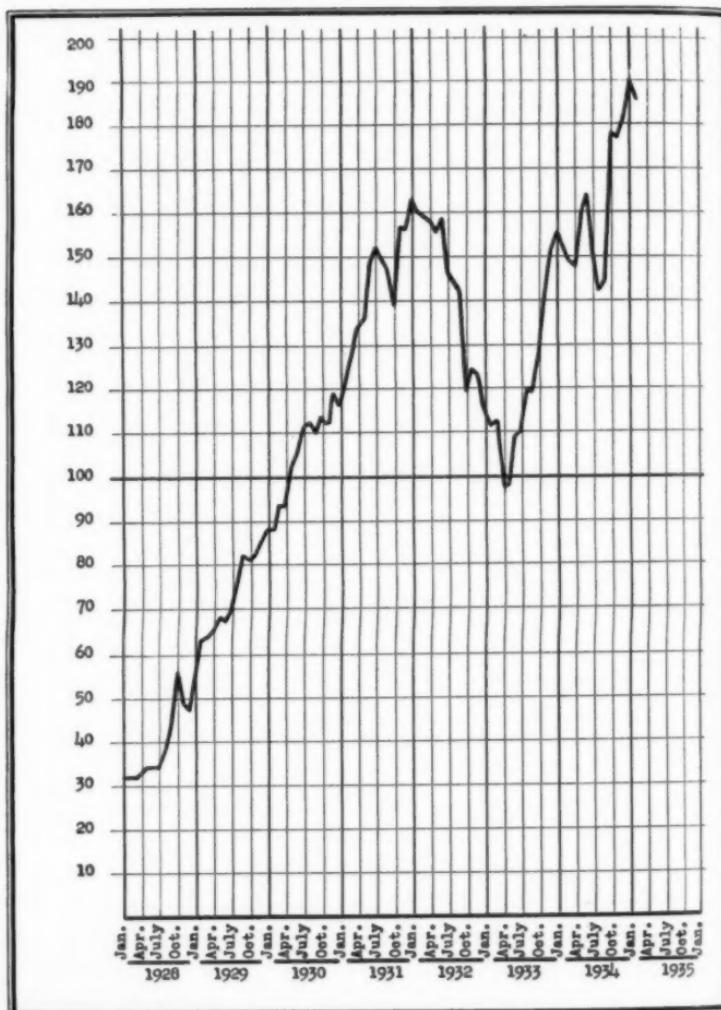
MONTHLY INDEX OF FARM PAPER ADVERTISING  
100 = MONTHLY AVERAGE 1926-1925 INCLUSIVE  
Corrected for seasonal variation

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## MONTHLY INDEX OF RADIO ADVERTISING

100 = MONTHLY AVERAGE 1928-1932 INCLUSIVE

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# Economic, Scientific, Active Selling: These Three

The building industry, more than any other, knows how the recent depression paralyzed sales activity and made most merchandisers afraid. Consequently, more than usual importance attaches to some remarks Mr. Batchelder made before the Northwestern Lumbermen's Merchandising Institute. As the foremost merchandising need of the hour, he here outlines economic selling, scientific selling, active selling—these three, and consequently, naturally enough, thinks that the greatest of these is active selling.

By E. H. Batchelder, Jr.

Vice-President, Insulite Company of Minneapolis

IT is my belief that those of us in the building material business (or any other business, for that matter) who have survived through the longest and greatest depression the country has known must have done so because we learned (some of us for the first time) that there was such a thing as "costs," particularly selling costs and overhead costs.

At first with most of us this knowledge was more or less subconscious. We also learned that whenever and wherever we sold our products at prices below what they cost us, the more we sold, the more money we lost. One thing that the codes have taught us is clearly and sanely to figure and analyze our costs—dealers particularly.

That is the first step toward economic selling, because if we really know our costs we can:

- Gauge the prices at which we must sell to make a profit;
- Gauge the total amount we can afford to spend in selling and advertising expense;
- Spend our selling and advertising money in the most productive ways and places to bring the biggest return.

However, like everything in life, the economic selling policy cannot be carried to extremes, but must be in balance with the whole scheme of things. Selling is in-

herently somewhat of a gamble, and always will be. Therefore, successful selling must be based, in a degree, upon the old proverb "Nothing ventured, nothing gained." I believe it is a fact that each and everyone of us during the last several years has gone to such an extreme of economic ultra-conservatism that we have thrown the scale out of balance and reached a real danger point in two ways:

1. We have become so obsessed with our economic necessities that we are loath to spend a dime in a selling activity that even has 90 per cent chances of success.

2. Most important—we have restricted our actual, positive and vigorous sales work, and have devoted too much of our time in our offices and in inactive retrospection figuring out our losses—figuring out reductions in expenses (and especially selling expenses) and trying to retain what business we had without devoting our 100 per cent effort actually to accomplishing what we figured on; we also waited for new business to come in that did not require any real activity or energy on our part.

I plead guilty to this myself, as with painful clearness there rises before my mind's eye a picture of a little group of us, my associates and myself, sitting hidebound, spellbound, and musclebound in our Chicago office, filling the air with

clouds of cigar smoke and grayer clouds of self-commiseration, consoling ourselves after this dismal fashion, vainly waiting for our ships to come in—those ships which right at that moment lay in dire need of tugs to bring them safely through the raging waves.

Just multiply this attitude by millions of business men, and it will point out vividly the one large and single cause of industry's plight today.

Fortunately we are getting some merchandising institutes and some housing programs under way—but even these will not succeed through apathetic or half-hearted effort. We needed the economic selling lesson we have learned, but let's put it in its proper place in our balance scale and use it as we should use it as the guide behind a vigorous, forceful, and, above all, an active selling campaign which will without question inspire a real buying campaign for building material.

I think we will all agree that during the "come-easy, go-easy" period of 1920 to 1929 inclusive the snowball of prosperity stopped at each of our doors as it rolled along gathering snow, with the result that all of us were favored with a volume of business and an income without the amount of active, thorough, and intensive effort to sell things which is really so vital to a permanent place in the picture.

#### Scientific Selling Went by the Boards

One major result of this was the foisting upon the middleman, and the gullible consuming public, numerous articles of questionable merit and value; but the most appalling thing that occurred was that all of us—manufacturers, dealers and wholesalers, either abandoned or failed to inaugurate proper, thorough, educational, and scientific selling methods. We gave little or no thought to what we were making or buying or selling—whether it had quality, merit, durability, or whether there was a real need for it, or if it fitted certain uses.

What is worse, we did not intelligently furnish to our consumer

customers a complete, educational, and truthful picture of the products we were putting into their hands. We did not ourselves delve into all of the facts about our business and our products, and neither did we transmit a complete story of facts to our respective customers. If this is true, and I know it is from a national standpoint, then how can we blame the great consuming public for being cautious—to say the least—about the extent of its purchases today?

#### Little Thought Given to Customer Needs

Also, I am afraid that during that era most of us gave very little thought or study to the actual needs of our customers, but rather we felt that they could be sold so easily, that their income came to them so easily, that anything we had to offer them would suffice—and we got away with it. We ourselves were victims of the same malady. We listened to the siren songs of the merchants, stock and bond brokers, all of whom had something to sell us, whether it met our needs or was a wise investment for us or not.

Could this be called scientific selling? I am afraid not.

If the period of stress through which we have been passing had no other lesson to offer, or no other boon to confer upon us all, I am happy to say that I believe it has resulted in the start of an era of real and constructive scientific selling along the following lines:

1. Most distributing merchants have become conscious of the necessity of carefully investigating the quality, grade, merits and demerits of the material they intend to purchase for re-sale to the public, and this has helped to influence even those manufacturers who were not honestly trying to do this themselves, to provide for specific markets, higher standards of products and a more adequate variety of products to properly and suitably meet the needs of those markets.

2. It has caused all of us, from the consumer through to the distributor and to the manufacturer,

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## BANK CLEARINGS GAIN NINE MILLION TO DATE

February Increase Million Over  
Last Year

### DEBITS ALSO ADVANCING

\$32,062,000 Take for First Two  
Months of 1935 Recorded  
Over 1934—Weekly Totals  
Higher, Too

A million-dollar increase in bank clearings in February over the same month a year ago in Memphis and an increase of more than nine millions for the first two months this year over the same period last year were shown in the report released yesterday by J. L. Kennedy, president of the Memphis Clearing House Association.

Debits for the same period, January and February, Mr. Kennedy said, were \$32,062,000 ahead of debits for the same time in 1934.

#### Weekly Increase Shown

The report showed, in addition, an increase of \$317,798.43 in clearings so far this week over last week this time; an increase of \$850,234.16 for the same time as compared with the corresponding period last

*Up Up Up*  
goes trade  
in the South's  
First Market

cation over January and February 1934.

Memphis is appearing on more schedules and test campaigns than ever before. National space buyers recognize that here is a lusciously ripe market. The South's First Market—trading population 2,179,474, with an advertising medium that completely covers it in city and territory—the Commercial Appeal. The largest daily circulation South!

Let an intelligent, hard-working merchandising staff show you the possibilities of your product in this fertile trade empire.

JAMES HAMMOND,  
Publisher.

Memphis—the market picked by Babson as having the best outlook for 1935—keeps going into new highs of trading activity. Bank clearings are up nine million dollars as shown by newspaper tabulation.

Commercial Appeal likewise reports lineage gains in every classifi-

THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVE: THE BRANHAM CO.

• SOUTH'S LARGEST DAILY CIRCULATION •



# "I was scaredill of twelve strangers"



**Mrs. Theresa Monroe**  
TOWER HOUSEWIFE  
Who Won the \$250.00 Prize

This intensely human admission from a California housewife appeared in one of the eighty-two letters recently selected by Mr. Thomas L. Burch of the Borden Sales Company, Inc., to share in the \$1,000 in prizes offered by TOWER MAGAZINES for incidents of helpful friendly service in grocery stores. The story of how a grocery clerk helped plan a meal for the twelve members of her husband's lodge, and helped her maintain her reputation for being a "good scout and efficient housewife," won \$250.00. The other letters give a revealing close-up of the vital part good selling plays in increasing the unit of sales and building the good will that means continued patronage. Any interested manufacturer may see a transcript of these prize-winning letters and also an occupational breakdown based on reader data submitted with each letter.

- 79% of these TOWER readers are married.
- Average 2.59 children to a family.

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**The Following Products Were  
Mentioned In Tower Reader's Letters**

Bisquick  
Boker Coffee  
Borden's Evaporated Milk  
Bosco  
Camay  
Campbell's Mushroom Soup  
Certo  
Chase & Sanborn's Coffee  
Clorox  
Cocomalt  
Del Monte Canned Corn  
Del Monte Canned Goods  
Eagle Brand Milk  
Oxydol  
Pillsbury's Best Flour  
Prudence Corned Beef Hash  
Pyrex

Gerber's Strained Vegetables  
Gold Medal Flour  
Heinz Cooked Spaghetti  
Heinz Oven Baked Beans  
Hellmann's Mayonnaise  
Hi-Hat Peanut Oil  
Hormel Hams  
Instant Postum  
Karo Corn Syrup  
Kraft's Grated Cheese  
Libby's Sausages  
Mazola Oil  
Miracle Whip Salad Dressing  
Ralston Cereal  
Salada Tea  
Wheatena  
Wheaties

In April Advertisers  
made the greatest in-  
vestment of any issue in  
the five years of Tower  
Magazines' growth!

**TOWER MAGAZINES • Inc.**

NEW MOVIE • SERENADE • TOWER RADIO • HOME • MYSTERY

to give some real time and study to our own needs and to the materials which would best fit those needs, instead of purchasing in haste and repenting our purchases at leisure.

3. It has made it necessary for those of us engaged in the manufacture and sale of materials to not only study and analyze our own processes, methods, products, and set our own houses in order, but to intelligently and thoroughly study the problems of our customers so as to scientifically present to them a solution for such problems.

4. Through the very nature of all of these things, I believe we are all at least becoming more honest with ourselves and with each other, and honesty in selling is the most effective kind of selling, because it makes a satisfied customer.

All of these things make for permanence—happy and satisfactory relations between buyer and seller, mutual confidence, repeat orders, and last but not least the

feeling of satisfaction and pride in our own minds of a job completely and thoroughly done. Remember that if honesty counts as much as I think it does in selling, you cannot have any reservations or you leave anything of importance unsaid.

Those things to me constitute scientific selling.

Did you ever stop to think that you might yourself be in a strong financial position, might own and operate the most attractive and well-stocked place of business in your community, might have a host of friends, might have fully mastered all there is to know about economic selling and scientific selling—and yet not make a go of it? And what is the answer to that?

Those of us in the building material business today cannot afford to guide our lives by the old adage, "All things come to him who waits."

I could cite hundreds of individual cases where a dealer or a contractor, or an architect, by going

Mar. 21, 1935

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..104 HALF HOUR  
SHOWS PRODUCED  
FOR NBC IN ONE  
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*Best showmanship  
rating - VARIETY*

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out from morning until night with well-planned campaigns, has inspired people to do some necessary building work or some modernizing work which otherwise would have drifted along and not come out of its shell.

I recall one architect who, at a time when business was not only slack but sagging in his little Ohio town, leaped out of bed one frosty morning at seven, dressed for an outing, and had the brass to set out on a house-to-house canvass, for all the world like the Fuller Brush man. At each annoyed householder who answered his door-bell summons he brandished his blueprints and his logic and his specifications. At the close of that day, this representative of the high professions found himself with a pair of very thin-soled shoes, an unprecedented insight into the home owners' point of view in construction and some signed orders for remodeling and new building jobs.

So far as my own company is concerned, we, in recognition of

the vital necessity of increasing the use of our products by individual job acceptances, have had in effect for the last year a very rigid policy of requiring our sales representatives to spend almost all of their time running down actual job prospects. This policy we propose to continue, but in order to bring about the satisfactory financial situation which increased volume always means, the efforts of the manufacturers along these lines must be augmented and multiplied a hundredfold by similar active job selling and promoting on the part of the lumber dealer handling the material, who is, as you know, the real bulwark in his own community. He can, if he will, because of his standing and acquaintance in his community, as well as for numerous other reasons, perform a much more successful and thorough job of this kind than a manufacturer's salesman could ever hope to do, but it cannot be done along passive lines.

These steps comprise the sched-

WICKY

**DOING THE REAL JOB**

**OR THE ADVERTISER !**

*J.B. Wilson*  
CINCINNATI

Mar. 21, 1935

uled duties of an Insulite salesman:

(a) Personal solicitation of private citizens who have definitely indicated a desire to remodel or build homes or buildings.

(b) Similar action with contractors.

(c) Similar action with architects.

(d) Prospect leads are obtained by the salesman himself in his own territory; by the company for him through advertising, mailing, building permit lists, Dodge reports, etc., but chiefly by the salesmen from the local dealers.

(e) The salesman is furnished by his company with all of the conceivable data and sales helps in the way of descriptive literature, technical information, physical data, and educational matter to be used as the individual case requires, such as analysis of low cost house plans, impartial studies of uses of materials such as plasterbase, sheathing, etc.

(f) Arranging educational and promotional meetings in behalf of the dealers, to be attended by contractors, architects, and others.

(g) The actual obtaining of job orders for his material which can be filled from the dealer's stock or be used as a nucleus for the dealer to make up an order to be shipped by the manufacturer.

(h) Maintaining constant contact with housing and other building committees in his community so as to assist their general activity in promoting more building and repairing and so as to be of greatest aid to his dealer.

(i) The requisitioning of proper and adequate samples, literature, and other data for dealer offices and for distribution through dealers to prospects.

(j) The contacting and establishment in his territory on behalf of the carload dealer or distributor of smaller retail dealers in adjacent communities who can draw their material from this dealer or distributor stock.

(k) Maintenance of promotional contact currently with officers of the Federal, State, and municipal governments to encourage recommendations and specifications for our material on specific jobs being planned.

(l) Frequent advice to his superior officers as to the trade and building situation in his territory in order that they may render him such specific assistance as is possible to encourage and stimulate the business in that area with the consequent favorable results to the dealer.

The most economic, scientific, and active method of selling today is what I term "collective selling." There is nothing that so successfully creates interest, friendship, mutual understanding, and actual orders as the assembling together of all of the people interested in the merchandising and use of a given material.

In this type of activity the local dealer is naturally fitted to play the leading part, and this is the only sure way that I know of really to get customers to come to his office and yard, which, after all, is really what he wants. But he cannot accomplish even this by waiting for them to come. He must first get out actively and promote and arrange regular mailings of interesting literature and data to all of the home owners in his area; and in this most manufacturers, including ourselves, are ready and willing to assist by furnishing such mailing material.



### To Market Ready-Made Houses

American Houses, Inc., New York, is planning to place a new series of prefabricated houses on the market in the near future. Production has been started and, while distribution and financing of the houses will follow policies based on the reactions from the public, it is expected that prices will range from \$3,800 to \$9,900, with the houses being sold on a monthly instalment basis extending over a period of fifteen years.

### Made Luxite Sales Manager

J. M. Halpren, formerly divisional sales manager of the North Central division of the Holeproof Hosiery Company, Milwaukee, has been promoted to sales and merchandise manager of the Luxite underwear division of that company. Before joining Holeproof a year ago, he had been vice-president and general merchandise manager of the Kaufman Strauss Company, Louisville, Ky.

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# Kippers and Bloater

**British Government Survey of Fishing Industry Suggests Line of Action for New Dealers**

By Don Gridley

GOVERNMENT reports have a habit of being dry and uninteresting. They have an even more pernicious habit of becoming lost. This is particularly true of reports of foreign governments unless they happen, as they occasionally do, to be the kind of reports that lead to diplomatic incidents.

Last August the Sea-Fish Commission for the United Kingdom submitted its first report, titled, "The Herring Industry," to his Majesty's Secretary of State for Home Affairs, His Majesty's Secretary of State for Scotland and the Minister of Agriculture and Fisheries. Anyone so unfortunate as to be connected with the herring industry in Great Britain would not be likely to forget this report. Americans, on the other hand, surrounded on all sides by New Deal reports, unanimously overlooked this very interesting document.

Just the other day, through the courtesy of a leading English advertiser, a copy of the report came to my desk. A few minutes' study of it convinced me that here was a document that deserved the earnest attention of basic industries in the United States.

A great deal has been said and written about the Government and business and the Government in business. The National Industrial Recovery Act was passed as an aid to business. Yet it is interesting to note that some of the NRA's most bitter battles have been waged in basic industries.

Of course, the Government has always aided certain industries with tariffs and other such artificial aids. In addition, since its establishment the Department of

Commerce has put itself at the disposal of business.

However with a few significant exceptions such as the Louisville and St. Louis surveys, Government has not gone out of its way to survey the needs of basic industries.

Furthermore, in these exciting days when advertising is under fire from many Washington officials, it is a little difficult to conceive of many Government agencies who would recommend vigorous marketing policies including advertising.

Which brings us, in a round-about fashion to the herring industry.

In December, 1933, the Sea-Fish Commission was appointed to make a study of the various fishing industries. Its first report was made on the herring industry.

Now the kipper and his redolent cousin, the bloater, have always been considered by foreigners as almost basic British institutions.

## A Consumer Survey Was Made First

Yet when the Sea-Fish Commission in line of duty made a consumer survey it found that 33 per cent of the families interviewed had ceased to serve kippers and 42 per cent had ceased to serve bloaters. Note, incidentally, that a consumer survey was a basic part of this Commission's job.

A study of the export markets indicated that such formerly large customers as Germany and Russia had cut down their purchases tremendously and, in addition, the industry was suffering from Norwegian competition.

Thus after making a thorough survey not only of the industry it-

# 300 Largest Advertisers in Newspapers for 1934

(Continued from last week)

Advertiser	1934		1933	
	Lineage	Cities	Lineage	Cities
Lamont Corliss Co.	916,955	—	493,271	—
Pond's Preps	399,682	29	376,782	27
Nestle's Candy	208,245	22	44,761	4
Pond's Cold Cream	170,025	21	—	—
Oxo-Cubes	57,282	8	71,728	8
Pond's Vanishing Cream	49,353	21	—	—
Pond's Face Powder	32,368	17	—	—
Best Foods, Inc.	900,331	—	890,514	—
Hellmann's Mayonnaise	406,154	44	432,607	39
Best Foods Mayonnaise	322,754	26	424,874	21
Nucoa	153,547	16	—	—
Best Foods Horse Radish Mustard	17,876	9	—	—
Best Foods Condiments	—	—	3,033	3
Goodrich Tire & Rubber Co.	899,734	—	1,104,502	—
Goodrich	897,164	81	1,080,207	79
Hood Tires	2,570	4	18,295	8
Paris Medicine Co.	893,804	—	862,756	—
Groves Laxative Bromo Quinine	691,786	76	734,011	73
Fazo Ointment	80,224	37	58,715	17
Groves Tasteless Chill Tonic	66,536	13	61,215	13
Groves Emulsified Nose Drops	55,258	26	8,815	3
RCA-Victor, Inc.	808,434	—	867,177	—
RCA-Victor	79,031	75	449,194	56
RCA Cunningham Radiotrons	78,165	66	416,585	64
Victor Records	11,238	12	—	—
Cunningham Tubes	—	—	1,398	4
Borden Sales Co., Inc.	848,993	—	1,114,921	—
Borden's Milk	386,460	20	—	—
Borden's Condensed Milk	119,491	21	72,329	22
Borden's Farm Products	97,053	23	451,880	16
Borden's Products	96,879	24	—	—
Borden's Dairy Products	57,104	18	—	—
None Such Minced Meat	29,757	29	14,292	—
Borden's Cheeses	26,324	9	—	—
Horton's Ice Cream	19,007	3	—	—
Borden's Evaporated Milk	12,311	—	—	—
Thompson's Malted Milk	—	—	—	—
Emerson Drug Co. (Bromo Seltzer)	—	—	—	—
Standard Oil Co.	—	—	—	—

# Have You Been Watching This List?

The 300 concerns that appeared in this list, run in three installments in Printers' Ink, represent in themselves an enormous market —287,354,629 lines of national advertising in newspapers of 88 cities.

The Printers' Ink Publications covered by direct paid subscriptions (not including coverage of the agencies handling the accounts) the concerns running 258,495,562 lines.

Printers' Ink Weekly's coverage, alone, represented 89.61% of the total volume of lineage.

Printers' Ink Monthly's coverage, alone, represented 80.33% and its additional coverage to that of the Weekly approximately a million lines.

In some of these concerns there are as high as 20 or more individual subscriptions from important executives; frequently there are more than 10.

Here again, another example of Printers' Ink's long following of readership among important national advertisers. In the last six months of 1934 it not only held its outstanding leadership of net-paid-in-advance circulation among national advertisers and agencies, but actually showed the largest *gain* among contemporary publications.

self but of consumer attitude toward the industry, the Commission came in with its conclusions and recommendations.

Briefly these were:

1. A board to be made up partly of people from without the industry and partly of people from within it.

2. The board would "create such a framework of organization within the herring industry and would preserve for the units participating in its scope for individual initiative, but would at the same time enroll all sections in a concerted effort to restore economic stability to them all."

What were the methods of creating this stability? Some are not of particular interest from the marketing side of the picture but others are.

#### National Trade-Mark Recommended

For instance one recommendation was the creation of a national mark. The Commission said:

"Incentive to a general raising of standards could be given by the use of a National Mark. This would serve as a guarantee of quality, not only in respect of the herring, but also in respect of the grade of curing. The Mark would be used in conjunction with the brand of the individual kipper but the regulations as to the National Mark should prevent kippers from being sold to the public under misleading names. Even kippered Norwegian herring, we were told, had at times been sold as 'Loch Fyne kippers.' The National Mark would only apply to fish both home-caught and home-cured and would be a guarantee of quality to the buyer. The sale of other kippers would be allowed, but the foreign-caught article, whether sold fresh in the home market or kippered at home, should be made to bear an indication of foreign origin whenever offered for sale."

Of particular interest are these recommendations on the home market:

"In the field of distribution the Board would be exercising influence rather than control. They

would assist the sale of all varieties of herring by advertisement, by encouraging improved methods of marketing, or otherwise; and, in particular, they would:

"Negotiate with the railways on behalf of the industry as a whole. Subjects for discussion would include transport facilities from outlying ports; railway rates, especially in connection with small-sized traffic; improved and/or refrigerated vans.

"Enlist the support of wholesale and retail distributors in furthering a campaign for a National Mark kipper, and in similar efforts for raising to the consumer the quality of other varieties of herring.

"Co-operate in researches into methods of preservation of herring.

"Explore the possibilities of additional distributive outlets.

"Institute marketing services for ascertaining the needs of the consumer."

In addition to this, in the export field it was recommended that the board should have the power "to promote the development of sales abroad by canvassing or advertising or otherwise."

As has been pointed out frequently in *PRINTERS' INK* the British have peculiar ways of doing things—at least, from an American point of view. There are some peculiarities, indeed, which might merit copying.

Today in the United States some of our basic industries are suffering grievously from depression conditions. It is doubtful, however, if any of them are worse off than the herring industry in Great Britain.

#### America Might Find an Idea Here

Therefore it would not seem beyond the bounds of reason to recommend that the Government, in searching around for ways and means of raising consumer standards of living look into the possibilities of offering to our basic industries the kind of service suggested by the appointment of the Sea-Fish Commission for the United Kingdom.

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The occasional work that the Government has done in this field has been encouraging. The Louisville grocery survey was a monumental piece of investigation. That its findings were not studied as thoroughly as they should have been was not any fault of the surveyors, but rather of the food industry which had to discover for itself later what the Government discovered for it on the survey. Likewise the St. Louis drug survey uncovered many important facts about the drug business and has been of great help to those

manufacturers and retailers who were wise enough to study it.

No basic industry will prosper to a greater extent than it spreads its market. Therefore, Government surveys that do not take in the marketing future, and do not give advertising a proper place in this future are likely to be worth little more than the paper they are written on.

Therefore it would not seem out of place to suggest the Sea-Fish Commission technique for a closer alliance between Government and basic industry.

\* \* \*

### Third Generation of Spaulding in Advertising Business

Eugene W. Spaulding has purchased the interest in the H. E. Lesan Advertising Agency lately held by the estate of Francis H. Sisson.

Mr. Spaulding who entered the agency business when he joined Lesan last September, is the son of Howard E. Spaulding, at one time a Lesan executive, now a special partner with Lahey, Fargo & Co. Mr. Spaulding's grandfather, Eugene W. Spaulding, was for many years director of advertising for the Curtis Publishing Company.

The controlling interest in the agency, formerly held by the estate of H. E. Lesan, has been purchased by the agency. James Mackay continues as president.

\* \* \*

### Newspaper Group Dissolved

The Alabama Group of Newspapers, against which complaints had been filed with the Federal Trade Commission, has been dissolved as of March 6. The complaints charged that the group was accepting national advertising in combination at a reduced rate. The Alabama group was organized in 1933 and included the Birmingham *News*, the Birmingham *Age-Herald*, the Montgomery *Advertiser*, the Mobile *Press-Register* and the Huntsville *Times*. The issue involved in this instance, it is believed, will affect other newspaper groups.

\* \* \*

### Joins United Agency

Helen Giller Grant, formerly copy writer for the J. Walter Thompson Company and B. Altman & Company, has been added to the copy staff of the United Advertising Agency, Inc., New York.

\* \* \*

### Death of Ralph H. Clore

Ralph H. Clore, general sales manager of The Medart Company, St. Louis, power transmission machinery, died recently.

### Palmolive Contest Offers Tours to Europe

The Colgate-Palmolive-Peet Company, sponsor of the Palmolive Beauty Box Theater radio program, is starting a contest in which twenty winners will be awarded free tours to Europe for best short letters on "Why I Use and Prefer Palmolive Soap."

The twenty grand prize winners will be given their choice of a thirty-four-day trip abroad or \$1,000 in cash. Each winner of a tour will also be given \$300 for spending money.

In addition to the grand prize winners, authors of the 1,000 next best letters will be awarded prizes, beauty boxes to the women and traveling toilet kits to the men. The contest closes June 15.

\* \* \*

### Collier Companies Merge

In order to place car advertising in Greater New York and Westchester County, New York, under one central organization, Barron G. Collier has merged the Manhattan General Advertising Company, Inc., and the Broadway Surface Advertising Corporation with the Collier Service Corporation, with headquarters at 1465 Broadway, New York. J. B. Page, formerly with the General Outdoor Advertising Company, Inc., and Henry L. Doherty & Company, has been appointed vice-president of the Collier Service Corporation, of which Alfred L. Freden has been made advertising manager in charge of sales.

\* \* \*

### Hanks with Seehausen

Robert P. Hanks is now associated in a sales capacity with Gilbert S. Seehausen, Chicago, photographic illustrations. He formerly was with Sarra, Inc.

\* \* \*

### SNPA Picks Hot Springs

The 1935 convention of the Southern Newspaper Publishers' Association will be held at the Arlington Hotel, Hot Springs, Ark., May 20, 21 and 22.

# Packaging for Profit

A Technical Subject Treated in Plain English That Is Readable as Well as Instructive

**H**OW to Package for Profit. A Manual of Packaging by C. B. Larrabee. (Harper & Brothers. \$3.50.) Here is a treatise, a thoughtful, comprehensive work on an important function in merchandising. Here is a package of information that draws upon precedent, observation, and judgment to lay before merchandisers a dependable, up-to-the-minute guidebook. And here, praise be, is a business book, practical enough to satisfy the hardest-headed, and civilized enough to bring pleasure to those who read not solely for intellectual or even pecuniary profit.

Mr. Larrabee is a packaging authority. With Richard B. Franken, he wrote "Packages That Sell."

In addition, Mr. Larrabee is managing editor of *PRINTERS' INK*—a fact that might be presumed to color, at least slightly, an appraisal, in these pages, of his latest book. But it is without prejudice, free of the influence of affection among colleagues, uninfluenced, indeed by any kind of conditioning—save, perhaps, an inner gnawing of envy, which, of course, ought to work the other way—that this review proclaims his book as good.

Its scope is outlined—but merely outlined—by its chapter headings: Before Designing the New Package; The Package Change—the Dealer and the Consumer; Getting the New Package into Circulation; Shape; Size; Color; Illustrations; Copy; Typography and Lettering; Materials; Construction; Novelty Packages; Combination Packages; Dual-Use Containers; Gift Containers; Child Appeal; Sample Packages; Premium Considerations; Convenience and Gadgets; Closures; Family of Packages; Packages on Display; The Package in Advertising; Shipping Containers; Inserts; Making Insert and Label Co-operate; and For Foreign Markets.

As the book so abundantly proves, the package is much. But it isn't all. Carefully, the author lays the groundwork premise that packaging is but one factor in merchandising. Then, having thus segregated his subject, he leads the reader step by step through the many-sided problems that packagers encounter and, step by step, he offers solutions.

It would be difficult to detect any important omission. Thus in the chapter on shape—a fair sample of treatment—Mr. Larrabee sets up and suggests the means of attaining such highly desirable objectives as these: ease of making, ease of handling, ease of packing, ease of storing, ease of looking-at, ease of sale, and ease of use.

He explores the jungle of color, and emerges with a close-packed chapter that summarizes the latest and best-proved conclusions.

Throughout, he does a painstaking, practical job.

But a remark in his introduction yields a clue to a certain characteristic that, in the gratified view of this reviewer, elevates this business book to a plane on which business books all too seldom are found. Explaining his approach, Mr. Larrabee writes:

"In writing this book I have attempted, as far as possible, to push aside the non-provable ideas. Being human, I have my theories—and on occasion they will obtrude."

Theories? Yes, perhaps they appear; but when they do appear, they're searching and shrewd and sound. But there bubbles to the surface here and there another constituent; and it's something that, in the work of this author, is not to be barred, not to be kept out. It crops out, unexpectedly—or should I say most logically?—in those passages where he examines into matters that other examiners have taken too solemnly.

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Thus on the subject of color symbolism.

"Talk of color symbolism has been an increasingly difficult handicap for package designers. Red, for instance, has been called the most scientifically powerful color because it 'stimulates the digestive system, the circulation of the blood, and arouses the forces of self-preservation in us.' The learned gentleman who made that statement neglected to mention that it is also the color always associated with lobsters.

"Orange, we have been told, 'can be used on articles associated with

the physical, but it is of a more subtle quality than red.' It is also one of the colors used by Princeton University.

"Yellow, it is pointed out with some solemnity, 'denotes light, gaiety, warmth.' It is also the color of cowardice, jaundice, and corn meal."

"How to Package for Profit" is printed in type that is easy on the eye. The book is illustrated with photographs and drawings. It carries a handy index.

It is a packagers' manual, a useful manual, mighty well done.

A. H. L.



#### McGraw-Hill Personnel Changes

Donald H. Miller, who has been on the advertising sales staff of the McGraw-Hill publications, *Electrical Merchandising*, *Radio Retailing* and *Electronics* in Chicago, has been transferred to the New York office where he will represent these publications. Edward Laing, for the last eight years in the agency and manufacturing fields, has returned to McGraw-Hill as sales promotion manager of these publications. He was formerly in the McGraw-Hill copy service department.

Clarence Morton has been added to the sales staff of *Power*. He will represent the publication in New England.

Albert Bartsch, formerly general sales manager of the Bosch Company, of Springfield, Mass., and, more recently, in charge of the service parts sales division of the Buick, Olds and Pontiac divisions of General Motors, has joined the sales staff of the McGraw-Hill Publishing Company and will represent its transportation publications in the Central district, with headquarters in Cleveland.



#### To Advertise White Satin Gin

The Distillers Company, Ltd., has arranged with the Browne Vintners Co., Inc., New York and San Francisco, for the marketing of Burnett's White Satin Gin in the United States. A national campaign, to include magazines and newspapers, will be released shortly through the White-Lowell Company, Inc., New York advertising agency.



#### Name R. D. Northrup Agency

The R. D. Northrup Company, Boston agency, has been appointed to direct the advertising of the J. B. Pearson Company, Boston, manufacturer of men's sportswear; L. B. Evans' Son Company, Wakefield, Mass., slippers, and the Old Colony Knitting Company, Hingham, Mass., yarns and women's sports clothes.



#### Brazil Nut Fund to Continue

The Brazil Nut Advertising Fund has been re-organized and the number of participating members has been increased from seventeen to eighteen. Advertising and promotion initiated last year with considerable success, it is stated, will be continued on a more extensive scale. The 1934 program is credited with moving the entire tonnage imported, together with a sizable surplus left over from 1933.

Membership in the fund is comprised of eleven importers, four brokers and three steamship lines interested in Brazil nut imports through North American ports. Activities are financed through a fixed levy imposed on each 100 pounds of nuts in the shell and on each sixty-six-pound case of shelled nuts imported, collection of which is handled by the carriers.

N. W. Ayer & Son, Inc., will continue to direct advertising and promotion.



#### Form Green-O'Donnell, Inc.

Green-O'Donnell, Inc., has been formed, with offices at 305 East 45th Street, New York, as a direct-mail and printing service. The officers of the new company, all of whom were connected for many years with the late William Green, are: John J. O'Donnell, president; Annie L. Green, vice-president and treasurer; William E. Fisher, vice-president and art director; and I. Anthony, secretary. Miss Green, vice-president and treasurer of the new firm, is also treasurer of the Kalkhoff Press, New York.



#### Elected Kodak Directors

Herman J. Sievers, vice-president in charge of sales and advertising, and Perley S. Wilcox, president of the company's subsidiary Tennessee Eastman Corporation, have been elected directors of the Eastman Kodak Company. They have been elected to fill vacancies created by the death of Lewis B. Jones and Rudolph Speth.

# Agency Argument Seen as Aid to Business Socialization

(Continued from page 10)

turers to take what is then left.

Several media owners have told me that they seriously wonder whether such advertisers are an asset or a menace to their business.

The demand of the big customer for preference in prices, quality, etc., is an age-old story that every industry has had to meet. But I doubt that it is wise, at this time, for a big corporation to *press* the power of their bigness. There are too many people who believe that big businesses use their size and power coercively. This opinion, as you know, is being crystallized today in the Senate bill S1941, which proposes a graduated, super-tax on all corporations that make over \$3,000,000 a year. I think that such corporations as Woolworth, Kresge and others have been very wise in their policy of refraining from coercing purveyors of merchandise and ideas and professional talent in times like this.

## Commission Is Paid for Dual Work

Personally, I have no feeling that 15 per cent commission is the inalienable right of an advertising agent ranking along with *habeas corpus* and trial by jury. I feel that the media owner pays it to the agent for a business reason; namely, he pays him this commission for the dual work of selling advertising and of using his creative talent to make it pay after the customer has bought it.

Unfortunately, there are too few people today who appreciate the difficulty of a media owner without the advertising agent. I can remember eighteen to twenty years ago when national media owners invaded the advertising field on the Pacific Coast before the arrival of national, competent agencies. The media owner was completely at a loss. He would stimulate the interest of a prospect in advertising

and then have no way of helping him to carry through. And it was only after the media owners had convinced agencies of the opportunities on the Pacific Coast that advertising, as such, really developed. Older men than I know that this was the case in the East and Middle West at an earlier date.

## When Unprofitable, Agency System Will Pass Out

The media owner has developed the advertising agency over a long period of years at considerable cost of money, time, and energy. As an agent I feel that they will continue that system only so long as they feel it is profitable. The moment they feel it is not, the agency system will pass out. But I feel that the media owner at this time should insist upon the same right that the advertiser demands for himself in the conduct of his business; namely, the right to conduct his own business to his own best interest.

The big advertiser who objects to the fact that advertising space is sold at flat rates and with fixed discounts to selling agents, should remember that most advertisers employ this same principle for protecting their own business. If bargain and barter were substituted for the fixed price policy, most advertisers would go out of business in a comparatively short time. It would put business back twenty-five years, and under present-day conditions would be ruinous. For with the modern development of large chains and buying groups, the manufacturer would be at the absolute mercy of the buyer. And the same is true of the publishers.

I feel that a great deal of the present commotion is due to the fact that advertisers look upon advertising agents as individuals, and reckon the profit which they make as individual profit. The success-

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*E*dvertisers and advertising agencies are now offered the benefit of my twenty-five years of theatrical experience.

I am prepared to consult with users of radio, prescribing corrective treatment for increased efficiency, entertainment value and resultfulness from present and proposed programs.

We are equipped to build an entire radio production or to assist advertisers and agencies in an advisory capacity on all phases of radio . . . script, continuity, casting and staging.

# E d d i e C a n t o r

R A D I O   C O N S U L T A N T



113 West 57th St., New York City  
Telephone • • • Circle 7-3338

ful advertising agent today is usually a fairly large corporation, with numerous stockholders, and with many fixed obligations and risks.

My partners and I went into this business because it was a fixed price business, and expenses could be regulated because margins were fixed. In twelve years we have built up a corporation with approximately \$1,000,000 capital, employing approximately 200 people. After twelve years of earnest endeavor, we have built our business to a point where it is profitable. There have been many times during this period when I felt that my partners and I would be much farther along had we gone into business and employed our knowledge of merchandising and advertising as an advertiser rather than an agent. I have been an advertiser twice and have not fared too badly. I feel that this same situ-

ation is true with other successful advertising agents. Most of them have displayed capabilities which would have insured their success as advertisers.

I have no quarrel with the advertiser who wants to buy his advertising cheaper. It is probably too much to ask an advertiser to refrain from an immediate reduction even at the expense of a much higher rate later on. But I do feel strongly that if the fixed rate of compensation is removed, and bargain and barter is substituted for it, most successful agents will get out of the business and into some other business which they feel has a better future.

If the advertiser, on the other hand, puts his weight behind the present-day socializing tendency, he may see the pendulum swing too far and be confronted with a similar situation himself.



### Chicago Pneumatic Resumes Business-Paper Advertising

After an absence of more than three years, the Chicago Pneumatic Tool Company, New York, has again taken up business-paper advertising. Contracts, according to H. H. Sherman, publicity manager, have gone out to more than twenty publications covering a year's advertising. In addition, direct-mail activities are being extended.

Joseph Sullivan, formerly with the Biow Company and Sweets Catalog Service, has joined the company with which he was formerly associated. He will assist in the preparation of copy and layout.

\* \* \*

### Names Dunham Agency

The advertising account of the Monark Battery Company, Chicago, manufacturer of Silver King bicycles and Monark batteries, has been placed with The John H. Dunham Company, advertising agency of that city.

\* \* \*

### Adds Bauer to Sales Staff

E. O. Bauer, formerly of Kurt H. Volk, Inc., Philadelphia, is now associated with the Advertising Composition Company, of that city, as a member of its sales department.

\* \* \*

### Appoints Jerome B. Gray

The Nul-Ex Products Manufacturing Company, Philadelphia, Nul-Ex Skin Lotion, has appointed the Philadelphia office of Jerome B. Gray & Company to direct its advertising.

### Schwimmer & Scott Handling Autonator Advertising

Schwimmer & Scott, Chicago, have been appointed to handle the advertising of Autonator Laboratories, Inc., of that city, manufacturer of the Autonator, a new portable source of high voltage and wattage. At present twenty technical and trade publications are being used. Plans are being made to add twenty-five additional mail-order, technical and trade publications.

\* \* \*

### Boston Agency Changes Hands

By a change in name and ownership, the advertising agency of Maurice M. Osborne, Boston, has become Mason L. Ham, Advertising. Mr. Ham was associated with Mr. Osborne for three years. Mr. Osborne has joined the Boston Blacking & Chemical Company, a client of the agency.

\* \* \*

### Dickstein with Ziv

S. K. Dickstein has joined Frederic W. Ziv, Inc., Cincinnati advertising agency, as service manager. He has been with the Tom Collins Corporation, of that city, where he served as advertising and sales promotion manager.

\* \* \*

### Galvin Starts Own Service

Jerome G. Galvin, who was with the former Murrel Crump Advertising Company, Kansas City, has started an advertising agency service under his own name at that city, with offices at 3619 Broadway.

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Utah Farm

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# Rural and Farm Publications

## Commercial Advertising Lineage for February

(Exclusive of house, livestock, baby chick and classified advertising)

### Monthlies

	1935	1935	1934	1935	1935	1934	
	Pages	Lines	Lines	Pages	Lines	Lines	
Country Gentleman	36	24,700	24,214	New Eng. Homestead	25	17,606	17,169
Progressive Farmer & Southern Ruralist				Wis. Agriculturist &			
Carolinas-Virginia Edition	28	20,729	19,683	Farmer .....	21	16,596	15,159
Georgia-Ala. Ed.	22	15,980	16,407	Nebraska Farmer ..	22	15,942	15,722
Ky.-Tenn. Ed.	20	14,667	15,730	Local Zone Adv..	12	8,732	7,945
Miss. Valley Ed.	20	14,623	16,210	Average 6 Editions	24	17,397	17,046
Texas Edition	19	13,154	15,795	Ohio Farmer ....	21	15,881	13,417
All Editions	14	9,929	12,723	Amer. Agriculturist	21	15,516	15,087
Average 5 Editions	22	15,831	16,765	Local Zone Adv..	3	1,922	4,685
Capper's Farmer	25	16,760	15,157	Michigan Farmer ..	20	15,447	9,868
Successful Farming	33	14,981	17,246	Washington Farmer	20	14,924	13,536
South. Agriculturist	18	12,537	11,719	Local Zone Adv..	2	1,809	
Country Home	26	11,764	9,538	The Farmer			
Southern Planter	14	9,733	9,488	Minnesota Edition	19	14,800	15,841
California Citrograph	14	9,671	6,474	Dakota Edition ..	13	10,087	14,230
Western Farm Life	10	7,856	7,181	Local Zone Adv..	21	16,244	4,526
Farm Journal	13	5,677	6,273	Oregon Farmer ....	19	14,095	10,909
Breeder's Gazette	8	3,553	2,605	Local Zone Adv..		182	
Wyoming Stockman				Idaho Farmer ....	18	13,576	8,658
Farmer .....	3	2,153	2,895	Local Zone Adv..	1	983	
Bureau Farmer	3	1,139	1,391	Ind. Farmer's Guide	14	10,855	8,282
				Kansas Farmer, Mail			
				& Breeze .....	12	8,930	10,467
				Local Zone Adv..	3	2,370	
				Dakota Farmer ...	11	8,499	11,449
				Missouri Ruralist..	11	8,290	9,837
				Local Zone Adv..	3	1,913	

### Semi-Monthlies

Farm & Ranch	21	15,533	14,759	Pacific Rural Press	40	30,285	26,143
Oklahoma Farmer				Rural New Yorker..	22	17,526	17,904
Stockman .....	19	14,166	15,748	Dairymen's League			
Hoard's Dairyman	19	13,159	9,992	News .....	6	4,215	2,697
Arizona Producer	16	12,450	7,635				
Montana Farmer	13	9,955	9,988				
Utah Farmer	11	8,634	5,421				
Missouri Farmer	7	5,171	5,903				
Arkansas Farmer	4	3,065	3,023				

### Bi-Weeklies

(2 Issues)

Prairie Farmer				Kansas City Weekly			
Illinois Edition ..	29	21,428	17,072	Star .....			
Indiana Edition ..	20	14,749	12,778	Missouri Edition.	6	14,462	18,752
Wallaces' Farmer &				Kansas Edition...	6	14,038	17,476
Iowa Homestead	27	21,253	22,178	Ark.-Ola. Edition	6	13,763	16,710
Pennsylvania Farmer	27	20,975	15,206	Dallas Semi-Weekly			
California Cultivator	27	20,519	16,064	Farm News .....			
				Tuesday Edition..	3	7,419	8,680
				Friday Edition ..	3	7,067	5,449

(Figures compiled by Advertising Record Company)

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell  
John Irving Rower, Editor and President  
1908—1933

PRINTERS' INK PUBLISHING CO., INC.  
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President  
DOUGLAS TAYLOR, Vice-President  
R. W. LAWRENCE, Secretary  
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Washington, 1208 Carpenters' Building;  
Chester M. Wright.  
London, 110 St. Martin's Lane, W. C. 2;  
McDonough Russell.

**ADVERTISING OFFICES**  
Chicago, 6 North Michigan Avenue; Gove  
Compton, Manager.  
St. Louis, 915 Olive Street; A. D. McKinney,  
Manager.  
Pacific Coast: M. C. Mogensen, Manager.  
San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months.  
Canada \$4 plus duty \$2.60 a year. Foreign \$5.

NEW YORK, MARCH 21, 1935

**Radio Cracks Down** Among those who are able to look at advertising objectively and calmly judge its conduct, the impression has been spreading that, while here and there a printed advertisement has committed assault and battery, radio has been getting away with murder.

Perhaps the impression is not wholly false. But, in extenuation, let it be remembered that between printed advertisements and the ethereal kind there are certain inherent differences and that—and let's be charitable—thus far the differences have not been adequately understood.

A printed advertisement addresses its reader in comparative privacy. A radio commercial comes out of a loud speaker designed for resonance. When printed advertising offends, it outrages only one person at a time; and he need blush only to himself. When ra-

dio blares forth a three-minute essay on some subject that generally is confined to the boudoir or whispered into the ear of a physician, the discourse is likely to jolt a bridge party—and cause indignant neighbors to close their windows.

It is a principle of ethics, as, indeed, of law, that crime, as it impinges upon growing numbers of victims, grows in gravity.

And now radio, as represented by one of the major chains, takes the initiative in civilizing itself—and simultaneously sets an example for the older media of advertising, by which it has been regarded as an upstart and irresponsible competitor.

With every evidence of sincerity and determination, it is announced that henceforth all copy to be broadcast over this chain must pass through and be approved by a department of continuity-acceptance. And it shall be the duty of that department to censor out all that which is in bad taste and, beyond that, all that which, in misguided strategy to cope with competition, resorts to biting, gouging, and hitting in the clinches.

The new policy will sacrifice revenue. Indeed, it already has done so. But fair-minded men will applaud the move, and endorse it. And, unless two and two no longer equal four, the sacrificed revenue will come back redoubled—come back in the form of new patronage from advertisers sensible enough to know the benefits and advantages that accrue from consorting with good company.

---

## Liquor Learns

Intrinsically interesting to all merchandisers is the newly re-born industry that deals in alcoholic beverages. For here is a business that has served as a laboratory. Its re-birth into a world that had moved far ahead, its start from scratch with every

operator in terms of operators—that, for pa need to go the gold r

Inevitably into mista blundered in errors of tain lessons s

served, odd ciples that pendable t distillers' i

Before Internatinal Wind Convention Irving M. president, not to assu business is to justify r

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## The Batt the A

ex-lawyer man who parade, ac citemen The air w with their tack, their slung voc on they rather than good may

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operator instantaneously an even-  
terms competitor with all other  
operators—these are phenomena  
that, for parallels in American life,  
need to go back to something like  
the gold rush.

Inevitably, the industry hastened  
into mistakes. Understandably, it  
blundered into errors of policy and  
errors of practice. It learned cer-  
tain lessons; and those lessons have  
served, oddly enough, to strengthen  
observers' belief in certain prin-  
ciples that are older and more de-  
pendable than the most fortunate  
distillers' pre-war stuff.

Before the second annual Na-  
tional Wine and Liquor Show and  
Convention in Chicago last week,  
Irving M. Tuteur, McJunkin vice-  
president, admonished his hearers  
not to assume too hastily that their  
business is "different" enough to  
justify rash experiment.

"Be cautious," he said, "in your  
decisions. Do not confuse your  
own problems with those of the  
retail outlets to the point where  
you jeopardize your own identity,  
or where the local situation gets  
out of your hands. Do your own  
job in the light of your own prob-  
lems locally: let the local dis-  
penser do his."

And good advice is that—as time  
has demonstrated—to this indus-  
try, or to any industry.

**The Battle on the Air** The formerly ob-  
scure priest of Royal Oak, the  
ex-lawyer of Shreveport and the  
man who once led a New York  
parade, added to the national ex-  
citement and vocabulary recently.  
The air waves shivered and shook  
with their attack and counter at-  
tack, their over-slung and under-  
slung vocabularies. Perhaps later  
on they will get down to issues  
rather than personalities and some  
good may be accomplished.

In the meantime they are all giv-

ing a lesson on copy. Here is how  
General Johnson describes the way  
Huey Long does his stuff:

"Ahm not against de Constitu-  
tion. Ahm fo' de Constitution.  
Ahm not against p'ivate p'op'ety.  
Ahm fo' p'ivate p'op'ety. All mah  
plan says is tax 'em down—till no-  
body has mo' dan six million dol-  
lahs capital an' one million dol-  
lahs income . . ."

"There," says the General, "is  
language that anybody can under-  
stand. The tortured talk and the  
four dollar words, with which  
economists answer that baby is too  
much for about 99 per cent of the  
people including myself."

Without suggesting that adver-  
tising copy lapse into the vernacular  
of the Kingfish of the Parishes,  
there is an idea in the General's  
description of simple words against  
tortured ones.

---

**Research to Under way, un-  
the Rescue der the auspices of the National**  
Dry Goods Association, is an ex-  
pedition in search of the Forgotten  
Man.

Perhaps you recall him. In re-  
cent times, he has been forgotten  
twice. His first eclipse ended with  
the last campaign for President,  
when a candidate exhumed him  
and, much to his surprise, made  
him a slogan.

The campaign over, he slipped  
our minds again. Anyway we don't  
recall having heard him mentioned  
for months and months.

But now the dry goods stores  
are on his trail. Specifically, the  
dry-goodsmen, through their sales  
promotion division, have set out to  
chart this year's trend in store  
advertising in the newspapers.  
They're filling-out questionnaires.

Will space volume go up?

"Many stores realize," says the  
association's announcement, "that  
those customers who were com-  
pelled to drift away from their

establishments because of income losses are, in many instances, restored to a purchasing status, and again are in a position to be attracted back to the stores. The study will seek to learn—this among other facts—"whether stores are planning increases in institutional advertising to regain this market."

Praise be for merchandising! For were it not for the inquisitive merchants, the Forgotten Man might have had to wait until the next Presidential campaign to be remembered again.

### Plenty of Jails

If it is not too presumptuous, we should like once again to suggest to the builders of pending food, drugs and cosmetic legislation that the United States of America has a Department of Justice that is tough, efficient and thorough.

Why not, then, end the argument as to whether the Federal Trade Commission or the Department of Agriculture should enforce the advertising sections of whatever bill may be passed?

Why not end it by conceding (as should have been conceded in the first place) that Attorney-General Cummings and his great law enforcement machine shall do this job?

There seems to be some doubt in the minds of many, including James F. Hoge, author of the Mead Bill, that there are enough Federal district attorneys in the country adequately to make the bad boys in these three industries behave.

We greatly admire Mr. Hoge as a splendid Virginia gentleman and brilliant lawyer. But isn't he being unnecessarily rough when he intimates that there is so much wickedness in the merchandising of foods, drugs and cosmetics that

the district attorneys would be swamped?

Surely he doesn't expect that the jails and penitentiaries will have to be enlarged to house dishonest advertisers—as was done in the enforcement of the late lamented Eighteenth Amendment when the mere possession of a pint of liquor constituted a major crime. We refuse to believe that there are so many bad advertisers at large.

There are plenty of jails in this country—and sufficient law enforcement machinery to place dishonest advertisers in them. We feel sure, too, that the jails will not be overcrowded.

### Judge Otis Regrets

The case was that of the United States of America, plaintiff, vs. 47 Packages, more or less, of Gizzard Capsules, with the George H. Lee Company standing by as a sort of sideline defendant.

The scene was the U. S. District Court for the Western Division of the Western District of Missouri, in which tribunal the Department of Agricultural had charged that, in the language of their labels, the Gizzard Capsules had over-spoken themselves. The capsules, charged the D. of A., were *not* a cure for large round worms, for large tape worms, or for pin worms in chickens and turkeys.

And now the court spoke—the learned and Honorable Merrill E. Otis, Judge. Wading, in his opinion, through a summary of technical testimony, Judge Otis emerged with certain principles that will be cited, no doubt, in high places.

"I never knew," Judge Otis wrote, "that chickens have tape-worms; and I'm sorry to hear it now."

Perhaps our land is safe. At least, let's give thanks that our judiciary is blessed with frankness, with sympathy, and with humor.

**W**

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# "What Do You Mean ... Only 10¢?"

SITTING behind a mahogany desk in a comfortable office; taking our entertainment from the 4th row, center; having a clean towel whenever we want it; tipping the waiter an extra quarter for better service—all these minor things go to make life more pleasant and to ease our paths through the world... but may cause us to overlook the fact that the rest of the world doesn't get along that way.

Something like 60% of the population must keep its profligacies within the bounds of \$2,000 a year—or less. Where life's necessities and extravagances must be doled out by the penny, the burning question is not what first-night to attend, but whether Big Sister is to have a dress or Little Sister shoes.

The moment advertising loses touch with such households, it loses touch with the greatest American market. No matter what we are selling, or how little we ask for it, the sale made in the majority of homes can be made only at the expense of some other merchandise. Cereals are not only competing with cereals... they are com-

peting with fruits, with vegetables, with radio tubes, tooth-paste and a hundred other commodities. When we advertise a product for "only 10c" we may think we have struck the nadir in price, but that trifling sum can be the cause of quite a lot of conversation in many family circles.

To meet competition, the necessity for strong reasons why people should buy our particular goods is apparent.

That is why advertising that is intended to sell the mass market must speak the language of the masses, must understand them. And if there is any one thing for which this agency is noted, it is *that* knowledge—the knowledge of the average man's problems and wants, the knowledge of talking *with* him, not *down* to him, the knowledge of interpreting a product's merits in terms of *his* needs, of creating ideas that fire his imagination... the knowledge, in short, of building sales in the market where sales are the most difficult—but at the same time, most plentiful.

**RUTHRAUFF & RYAN, INC.**

*Advertising*

New York • Chicago • St. Louis • Kansas City  
Detroit • Los Angeles • San Francisco • Seattle

## The Little Schoolmaster's Classroom

**A**N unusual means of color sampling is employed in a booklet now being distributed by the Ferro Enamel Corporation, of Cleveland. The booklet attempts to familiarize prospects with the scope of the company's service, to project a general atmosphere of quality and to acquaint readers with the various behind-the-scenes tests to which its products are subjected—in short, to reflect the progressiveness of the institution as a leading supplier of porcelain enamel for metal products such as ranges, refrigerators, gasoline stations, door fronts, houses, etc.

Color plays an important part in the sale of enamel finishes, but indirectly and subtly the company calls attention to the new color combinations available in porcelain enamel. No mention of color is made in the booklet proper. Each copy, however, is accompanied by an envelope containing small sheets

of red, yellow, blue and green Cellophane. The Ferro name and trade-mark are die-cut out of the booklet cover which in itself is a rather attractive decorative touch. The main purpose, though, is to provide a window through which the reader, by placing the sheets under the cover, may visualize the variety of color combinations.

"For instance," states a message on the front of the envelope, "the cover of the book simulates a white enameled surface. Suppose you want to see the effect of green as a trim color. Slip the sheet of green under the trade-mark. If you want a deeper shade of the same color, just fold the Cellophane over in a double thickness. Or you can approximate entirely different shades and colors by combining two or more sheets of Cellophane . . . blue over yellow for a blue-green . . . yellow over green for a yellow-green and so on."



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"Colors and shades thus composed can be duplicated with Drakenfeld Oxides, sold exclusively by Ferro."

Human nature being what it is, few readers will resist the invitation to manipulate the colored slips of paper in the manner described. The result is surprisingly effective, the shiny Cellophane giving a first-rate imitation of an enameled surface.

• • •

"You may have noticed that most watch or clock advertisements show the hands at either ten minutes after ten or twenty after eight," Frederick Laing, of Donahue & Co., Inc., writes the Schoolmaster.

"Memory of the myriad of questions about this phenomenon which were asked me when I was advertising manager of a clock company had almost faded into merciful oblivion until the other day, when a friend wanted to know if eight-twenty represented some important time in the history of the clock making industry.

"I recalled having told one interested person that the founder of the firm had not died at eight-twenty in the morning, or at night either, and many others that as far as I knew, eight-twenty and ten-ten had no historical significance. I have since learned that it was actually ten minutes after ten when Abraham Lincoln was assassinated!"

"The obvious and simple answer, however, is that clock hands seem to balance better for photographic purposes at these two points on the dial, (although the Chinese and exponents of modern art may not agree) and that clock and watch manufacturers think it is good psychology to have all hands showing accurately the same time whenever there are a number of time-pieces illustrated on a page.

"Perhaps if an enterprising manufacturer started pointing all hands to—let's say—a quarter to eleven, many consumers would believe he had created something utterly new in the history of time-keeping. If it were not too dar-

# Transparencies

This "reminder" advertising remains on store doors . . . show cases . . . windows . . . for the full length of its long life.

Particularly effective in outlying stores which . . . collectively produce enormous volume.

"Colorgraphic Transparencies" . . . made by "U.S." at Buffalo . . . are brilliant . . . lasting . . . sales-effective.

For facts about their production and use confer with "U.S."

**The UNITED STATES PRINTING  
& LITHOGRAPH COMPANY**

CINCINNATI  
309 Beach St.

NEW YORK  
52-X E. 19th St.

CHICAGO  
205-X W. Wacker Dr.

BALTIMORE  
409 Cross St.

## Booklet Prices

Printed on 60-lb. M. F. Book Paper

	5M	10M	25M
Black Ink	\$67.05	\$100.15	\$188.55
8 pages 8½ x 11" . . . . .	\$67.05	\$100.15	\$188.55
10 " " . . . . .	\$128.00	\$160.00	\$315.50
12 " " . . . . .	\$200.00	\$250.00	\$500.00

### Small Publications Desired

Prices Quoted on Other Printing

Rue Publishing Co., Denton, Md.

## A D V E R T I S E

Increase your sales through our tested methods. **SMALL ACCOUNTS WELCOME HERE.**  
Keyed copy specialists. Fully recognized agency. Established 1923. Member A.A.A.A. Call, write or phone, today.

**MARTIN ADVERTISING AGENCY**  
171A Madison Ave., N. Y. Phone LE. 2-7358



## CATHOLIC CHURCH TRADE PAPER

## The Homiletic and Pastoral Review\*

Edited exclusively for the Catholic Clergy

The proper media selection in the Catholic Church market. No mass consumer circulation to pay for.

\*The Homiletic part: Devoted to the science of preaching.

The Pastoral section: Features articles on parish and school management.

Publication Office  
53 Park Place New York

JOSEPH H. MEIER  
Western Representative  
64 W. Randolph Street Chicago

SELL THE PASTOR AND YOU WILL SELL THE PRODUCT

TORONTO  
MONTREAL  
WINNIPEG  
LONDON, Eng.

GIBBONS KNOWS CANADA

REGINA CALGARY EDMONTON VANCOUVER

ing a move, he might even show a bedroom clock in the act of indicating five after eight, an office or desk clock at nine-fifteen, a hall clock at six, a dining-room clock at seven, and so forth.

"At any rate, it shows the little things a consumer notices in a page of advertising copy, and the little ruts we in the advertising profession can fall into, and the little things a fellow will take the trouble to write about."

• • •

Why is it that so many corporation presidents forget practically everything they have learned about selling when they approach the stockholders? Every company manufacturing a consumer product is anxious to have the stockholders as customers. These people who already have shown their interest in the company by purchasing stock are recognized as being likely prospects, but there seems to be a common impression that stockholders are not ordinary people and that they must not be talked to in the same way that the everyday garden variety of consumer is addressed in the company's advertising.

Of course, there are exceptions, many of them. But most of the stockholder literature that the Schoolmaster sees rates pretty low in selling appeal. This is undoubtedly due in part to the fact that it is frequently prepared by the treasurer's office and not by the advertising agency which logically should have a hand in its preparation.

These observations on stockholder messages are prompted by the annual report of Standard Brands, Inc., which was received by the Schoolmaster the other day. Instead of meekly appealing to the stockholders, with his hat in his hand, asking them to "please consider the products of your company you buy," Joseph Wilshire, president of the corporation, comes right out with a straight-from-the-shoulder message on this subject,

Mar. 21, 1935

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## Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

**First Forms Close Friday Noon; Final Closing Saturday**

### HELP WANTED

**BRANCH MANAGERS Wanted.** Advertising Experience. Unusual non-competitive medium. Cities over 500,000. Permanent. References. Snapshot. Box 562, Printers' Ink.

**Publisher of Magazine** and other literature in travel and resort field seeks congenial young man of character who can sell space. Strategic tie-ups and good contacts. Describe self and background in reply. Box 567, P. I.

**WANTED:** man who can produce new business. A newly organized advertising agency with complete facilities for servicing of business offers the right man an unusual opportunity to participate in the development of this company. All replies will be considered strictly confidential. Box 560, Printers' Ink.

An opportunity of exceptional merit is open to experienced advertising men, especially those who have sold syndicate or specialty advertising.

This opportunity affords permanency with an established agency with unusual earnings under most liberal commission agreement.

Replies held in strictest confidence and should cover full qualifications.

Box 561, Printers' Ink.

### MISCELLANEOUS

**WHISTON PRESS CLIPPING SERVICE.** Walker Bldg., Buffalo, N. Y., established in 1900, offers intensive national or local coverage on dealer ads, publicity releases, business leads, etc.

**ECONOMIZE!!** Reproduce Sales Letters, Price Lists, Diagrams, Illustrations, etc., inexpensively. \$1.50 hundred copies; add'l hundreds, 20c. Cuts unnecessary. Samples Laurel Process, 480 Canal St., N. Y. C.

### POSITIONS WANTED

**Artist-Typographer.** Man 32. Married. Expert on type, layout and design, art work, lettering, production, practical printer. Agency or printer. Box 563, Printers' Ink.

**YOUNG LADY:** Advertising and publishing background; interested in secretarial post with executive requiring competent assistant. Box 559, Printers' Ink.

**TRADE PAPER REP.** 46, COVERS MID-WEST. WANTS ADD'L WORK ON PROFIT. SHARE BASIS. MR. X. 4370 MALDEN ST., CHICAGO.

**Advertising and Sales Promotional Man** with ideas and initiative. Knowledge of merchandising, production, media, copy, etc. Good salesman. Age 30. Married. Box 566, Printers' Ink.

**Charming Southern girl;** college graduate; clever copy writer; accurate proof-reader; experienced in lay-out, editorial, publicity, and research work, desires position. Box 565, Printers' Ink.

Who needs copy with  
Full! Pep! Poise?

Fire-tested young writer now restless in soft job wants tough job demanding good copy. He's no hack. Box 564, P. I.

**PUBLICITY** — Expert Newspaperman-Showman: successful national campaigns for biggest stars, hotels, steamships, commercial, society projects; seeks permanent or part-time agency connections; highest credentials. Box 557, P. I.

**PRODUCTION MAN** for agency or advertiser. Trained in agency methods; plans, markets, media, copy, layout, art, engraving, printing. A capable, industrious business man with an extensive experience. All references. Box 555, P. I.

**PRINTERS** — Executive 38. Has thorough knowledge of all branches of letterpress and lithography. 24 years' practical experience. Plant production and sales management. Controls large volume business. Present contract as manager of N. Y. C. office-out-of-town printer expires in April. If interested, write. Box 558, Printers' Ink.

Is there an ambitious executive who needs a young, capable feminine assistant and can pay \$40-\$50 a week for loyal, intelligent cooperation in reaching his objectives? Qualifications: unusual ability to plan, organize, follow through, shoulder responsibility, make contacts, write copy, handle correspondence, secretarial duties; has selling viewpoint and particular knowledge direct mail promotion; 10 years' successful experience; now employed. Box 568, Printers' Ink.

**SALES MANAGER:** Graduate mechanical engineer; at present engaged on highly technical and successful sales development job; familiar with contacting branch offices, foreign agents and capable in developing men in field; knows mechanics of advertising, media and production; devised system of sales control with great efficiency and economy. Technical writer. Family man, Christian, age 40. Data on accomplishments in present affiliation submitted in personal interview. Well recommended. Salary secondary to permanent connection and opportunity. Box 556, Printers' Ink.

Mar. 21, 1935

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No responsibility is assumed for any omission

Advertising rates: Page \$135; half page \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

as he usually does. Inserted in the annual report for 1935 is a leaflet printed in two colors telling the stockholders that they ought to buy Standard Brands products and explaining why.

The stockholder reads that as one of the 100,000 stockholders, he has it in his power to help make 1935 the company's best year. All he has to do is make a point of using Standard Brands products and persuading his friends to try them. President Wilshire remarks that if all the stockholders do this, they will constitute one of the most effective selling organizations in the country. On the sheet are listed the principal products.

Mr. Wilshire declares that they are the highest quality products of their kind on the market. "Use them in your home," he advises. "Urge your friends to use them. This will result in direct profits to each one of you through increased earnings."

This executive has been making similar requests along with every dividend check. Little folders carry brief messages about the various products. This is not an unusual procedure, of course, but not many companies make as direct an appeal for support from stockholders as does the Standard Brands president.

+ + +

### Joins Enelow Agency

Richard B. Conrad has resigned as assistant retail advertising manager of Sears, Roebuck & Company to join the Max Enelow Agency, Chicago. Prior to joining Sears six years ago, he operated his own retail advertising agency at Kansas City, Mo.

### Advertising-Promotion Manager

#### AVAILABLE

Head of advertising-promotion department of one of country's best-known color advertisers. Former account man and copy writer for internationally known firms. One-time newspaper reporter and editor. Expert on printing production. . . Essentially sales minded. Acclimated to addressing meetings and planning promotions. Some export advertising (good knowledge Spanish). Extra values for building, house furnishings, medical, or chemical fields. . . Now 35, married. A.B. in economics and graduate work in marketing. Teacher of advertising. Recommended by outstanding ad men and publications. Now employed in New York. First-class agency account executive or assistant, or advertising-promotion manager. Write for complete details. "Z," Box 76, P. O.

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**You have only one guess—and you're right! They must have been from The Journal of Portland, Ore."**

Media Records serves up a sweet dish for food advertisers hungry for business in this major market! Here it is on a silver platter. In retail groceries The Journal 1934 linage was 110% greater than the second paper, 157% greater than the third paper, and 15% greater than both others combined. In general groceries display The Journal 1934 linage was 76% greater than the second paper, 262% greater than the third paper and 18% greater than both others combined. And top this off with circulation leadership plus lowest milline rate and you have the Rule of Three answer to every food schedule in this market.

# The JOURNAL PORTLAND, OREGON

REYNOLDS - FITZGERALD, INC., NATIONAL REPRESENTATIVES  
New York . Chicago . Detroit . San Francisco . Los Angeles . Seattle

### The RULE of THREE:

#### CIRCULATION LEADERSHIP

- 1 The daily Journal has the largest daily circulation in the Pacific Northwest . . . it has + 32% more city circulation than any other Portland daily.

#### ADVERTISING LEADERSHIP

- 1 The daily Journal leads in retail linage, general linage, total paid linage.

#### LOWEST MILLINE RATE

- 1 The daily Journal has the lowest milline rate of any daily in the Pacific Northwest.

# 68%

## GREATER COVERAGE!

Now circulating over 644,000 copies daily in Chicago and suburbs alone, the Tribune has 68% greater coverage of families in the metropolitan district than any other Chicago daily newspaper. • The Tribune today gives practically as much daily coverage of this market as delivered by any two other Chicago daily newspapers combined.

**Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER

*Average net paid daily circulation during the six months' period ended Sept. 30, 1934—city and suburban 644,000—Total 801,000*